NEW NIELSEN
PARLIAMENT
PERFORMANCE BY REGION

DECEMBER 1991

| | % VOLUME CHANGE VS. YEAR-AGO | | | | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| **TOTAL U.S.** | | | | | | | | | | | | |
| PARLIAMENT | -5.47 | -6.64 | -8.17 | -8.17 | 0.77 | 0.74 | 0.75 | 0.75 | -0.01 | -0.03 | -0.05 | -0.05 |
| 80/85'S | -8.08 | -8.90 | -8.73 | -8.73 | 0.45 | 0.43 | 0.45 | 0.45 | -0.02 | -0.03 | -0.03 | -0.03 |
| 100'S | -1.61 | -3.31 | -7.35 | -7.35 | 0.32 | 0.31 | 0.30 | 0.30 | 0.01 | 0.00 | -0.02 | -0.02 |
| **REGION #1** | | | | | | | | | | | | |
| PARLIAMENT | -1.87 | -3.00 | -7.29 | -7.29 | 2.51 | 2.48 | 2.50 | 2.50 | 0.06 | 0.03 | -0.07 | -0.07 |
| 80/85'S | -5.82 | -6.20 | -7.81 | -7.81 | 1.63 | 1.63 | 1.68 | 1.68 | -0.03 | -0.04 | -0.06 | -0.06 |
| 100'S | 6.46 | 3.74 | -6.21 | -6.21 | 0.88 | 0.85 | 0.81 | 0.81 | 0.09 | 0.06 | -0.01 | -0.01 |
| **REGION #2** | | | | | | | | | | | | |
| PARLIAMENT | -15.15 | -23.20 | -16.66 | -16.66 | 0.38 | 0.35 | 0.38 | 0.38 | -0.05 | -0.10 | -0.07 | -0.07 |
| 80/85'S | -21.25 | -29.42 | -17.15 | -17.15 | 0.19 | 0.17 | 0.20 | 0.20 | -0.04 | -0.07 | -0.04 | -0.04 |
| 100'S | -7.75 | -15.92 | -16.11 | -16.11 | 0.19 | 0.17 | 0.18 | 0.18 | -0.01 | -0.03 | -0.03 | -0.03 |
| **REGION #3** | | | | | | | | | | | | |
| PARLIAMENT | -0.88 | -0.78 | -6.25 | -6.25 | 0.23 | 0.23 | 0.22 | 0.22 | 0.01 | 0.00 | -0.01 | -0.01 |
| 80/85'S | 3.38 | 0.04 | -4.38 | -4.38 | 0.09 | 0.09 | 0.09 | 0.09 | 0.01 | 0.00 | 0.00 | 0.00 |
| 100'S | -3.20 | -1.30 | -7.40 | -7.40 | 0.15 | 0.14 | 0.14 | 0.14 | 0.00 | 0.00 | -0.01 | -0.01 |
| **REGION #4** | | | | | | | | | | | | |
| PARLIAMENT | 0.68 | -3.42 | -5.85 | -5.85 | 0.36 | 0.34 | 0.34 | 0.34 | 0.01 | -0.01 | -0.03 | -0.03 |
| 80/85'S | 4.56 | -2.41 | -7.62 | -7.62 | 0.18 | 0.17 | 0.17 | 0.17 | 0.01 | 0.00 | -0.02 | -0.02 |
| 100'S | -3.17 | -4.41 | -4.01 | -4.01 | 0.17 | 0.17 | 0.17 | 0.17 | 0.00 | -0.01 | -0.01 | -0.01 |
| **REGION #5** | | | | | | | | | | | | |
| PARLIAMENT | -19.33 | -13.03 | -6.96 | -6.96 | 0.58 | 0.57 | 0.61 | 0.61 | -0.07 | -0.06 | -0.02 | -0.02 |
| 80/85'S | -22.79 | -13.49 | -8.63 | -8.63 | 0.26 | 0.26 | 0.28 | 0.28 | -0.04 | -0.03 | -0.01 | -0.01 |
| 100'S | -16.34 | -12.65 | -5.46 | -5.46 | 0.32 | 0.31 | 0.33 | 0.33 | -0.03 | -0.03 | -0.01 | -0.01 |

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NEW NIELSEN
PARLIAMENT
PERFORMANCE BY REGION

DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **TOTAL U.S.** | | | | | | | | | | | | | |
| PARLIAMENT | 0.78 | 0.73 | 0.79 | 0.79 | 0.75 | 0.73 | 0.75 | 0.75 | 0.76 | 0.74 | 0.75 | 0.72 | 0.77 |
| 80/85'S | 0.47 | 0.43 | 0.47 | 0.47 | 0.45 | 0.44 | 0.45 | 0.45 | 0.46 | 0.44 | 0.43 | 0.42 | 0.45 |
| 100'S | 0.32 | 0.30 | 0.32 | 0.32 | 0.30 | 0.29 | 0.30 | 0.30 | 0.30 | 0.30 | 0.31 | 0.30 | 0.32 |
| **REGION #1** | | | | | | | | | | | | | |
| PARLIAMENT | 2.45 | 2.40 | 2.53 | 2.65 | 2.48 | 2.48 | 2.50 | 2.54 | 2.43 | 2.50 | 2.48 | 2.45 | 2.51 |
| 80/85'S | 1.66 | 1.64 | 1.70 | 1.80 | 1.71 | 1.70 | 1.70 | 1.73 | 1.64 | 1.68 | 1.64 | 1.61 | 1.63 |
| 100'S | 0.79 | 0.76 | 0.83 | 0.85 | 0.77 | 0.78 | 0.80 | 0.81 | 0.79 | 0.83 | 0.84 | 0.84 | 0.88 |
| **REGION #2** | | | | | | | | | | | | | |
| PARLIAMENT | 0.43 | 0.41 | 0.45 | 0.42 | 0.40 | 0.38 | 0.38 | 0.38 | 0.37 | 0.36 | 0.35 | 0.31 | 0.38 |
| 80/85'S | 0.24 | 0.22 | 0.25 | 0.22 | 0.22 | 0.20 | 0.20 | 0.19 | 0.20 | 0.18 | 0.17 | 0.15 | 0.19 |
| 100'S | 0.19 | 0.19 | 0.20 | 0.20 | 0.18 | 0.17 | 0.18 | 0.18 | 0.17 | 0.18 | 0.18 | 0.16 | 0.19 |
| **REGION #3** | | | | | | | | | | | | | |
| PARLIAMENT | 0.23 | 0.24 | 0.23 | 0.23 | 0.22 | 0.20 | 0.21 | 0.23 | 0.22 | 0.22 | 0.23 | 0.22 | 0.23 |
| 80/85'S | 0.08 | 0.08 | 0.08 | 0.10 | 0.08 | 0.08 | 0.08 | 0.09 | 0.09 | 0.09 | 0.10 | 0.09 | 0.09 |
| 100'S | 0.15 | 0.16 | 0.14 | 0.14 | 0.13 | 0.12 | 0.13 | 0.14 | 0.13 | 0.13 | 0.14 | 0.13 | 0.15 |
| **REGION #4** | | | | | | | | | | | | | |
| PARLIAMENT | 0.35 | 0.31 | 0.35 | 0.33 | 0.34 | 0.35 | 0.32 | 0.32 | 0.37 | 0.35 | 0.34 | 0.32 | 0.36 |
| 80/85'S | 0.17 | 0.16 | 0.16 | 0.16 | 0.18 | 0.18 | 0.16 | 0.15 | 0.19 | 0.18 | 0.17 | 0.16 | 0.18 |
| 100'S | 0.17 | 0.15 | 0.19 | 0.17 | 0.17 | 0.17 | 0.16 | 0.16 | 0.19 | 0.17 | 0.17 | 0.16 | 0.17 |
| **REGION #5** | | | | | | | | | | | | | |
| PARLIAMENT | 0.65 | 0.71 | 0.65 | 0.67 | 0.61 | 0.60 | 0.60 | 0.63 | 0.60 | 0.59 | 0.57 | 0.57 | 0.58 |
| 80/85'S | 0.30 | 0.32 | 0.30 | 0.31 | 0.28 | 0.27 | 0.26 | 0.31 | 0.29 | 0.29 | 0.24 | 0.28 | 0.26 |
| 100'S | 0.35 | 0.39 | 0.35 | 0.36 | 0.33 | 0.33 | 0.34 | 0.32 | 0.32 | 0.29 | 0.33 | 0.29 | 0.32 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
TOTAL U.S.

DECEMBER 1991

| | % VOLUME CHANGE VS. YEAR-AGO | | | | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| SUPERMARKETS | | | | | | | | | | | | |
| PARLIAMENT | -3.51 | -6.88 | -4.31 | -4.31 | 0.83 | 0.81 | 0.81 | 0.81 | 0.01 | -0.01 | -0.01 | -0.01 |
| 80/85'S | -3.06 | -8.42 | -5.21 | -5.21 | 0.42 | 0.41 | 0.41 | 0.41 | 0.01 | -0.01 | -0.01 | -0.01 |
| 100'S | -3.97 | -5.27 | -3.38 | -3.38 | 0.41 | 0.40 | 0.40 | 0.40 | 0.01 | 0.00 | 0.00 | 0.00 |
| TOTAL CONVENIENCE | | | | | | | | | | | | |
| PARLIAMENT | -11.56 | -9.07 | -5.16 | -5.16 | 0.40 | 0.41 | 0.45 | 0.45 | -0.05 | -0.04 | -0.02 | -0.02 |
| 80/85'S | -12.16 | -9.96 | -4.90 | -4.90 | 0.26 | 0.26 | 0.28 | 0.28 | -0.03 | -0.03 | -0.01 | -0.01 |
| 100'S | -10.47 | -7.57 | -5.62 | -5.62 | 0.14 | 0.16 | 0.16 | 0.16 | -0.01 | -0.01 | -0.01 | -0.01 |
| CONVENIENCE/GAS | | | | | | | | | | | | |
| PARLIAMENT | -10.70 | -14.07 | -7.95 | -7.95 | 0.26 | 0.26 | 0.30 | 0.30 | -0.03 | -0.05 | -0.03 | -0.03 |
| 80/85'S | -10.88 | -17.66 | -6.19 | -6.19 | 0.16 | 0.15 | 0.18 | 0.18 | -0.02 | -0.04 | -0.01 | -0.01 |
| 100'S | -10.39 | -8.60 | -10.66 | -10.66 | 0.10 | 0.11 | 0.11 | 0.11 | -0.01 | -0.01 | -0.01 | -0.01 |
| FOOD CONVENIENCE | | | | | | | | | | | | |
| PARLIAMENT | -12.37 | -3.75 | -2.09 | -2.09 | 0.88 | 0.91 | 0.93 | 0.93 | -0.05 | 0.00 | 0.02 | 0.02 |
| 80/85'S | -13.26 | -2.42 | -3.64 | -3.64 | 0.59 | 0.60 | 0.62 | 0.62 | -0.04 | 0.01 | 0.00 | 0.00 |
| 100'S | -10.56 | -6.31 | 1.11 | 1.11 | 0.29 | 0.30 | 0.31 | 0.31 | -0.01 | -0.01 | 0.02 | 0.02 |
| GROCERY | | | | | | | | | | | | |
| PARLIAMENT | -4.10 | -6.74 | -13.51 | -13.51 | 1.11 | 1.03 | 1.01 | 1.01 | 0.03 | -0.04 | -0.13 | -0.13 |
| 80/85'S | -10.21 | -10.22 | -14.41 | -14.41 | 0.74 | 0.70 | 0.71 | 0.71 | -0.03 | -0.06 | -0.10 | -0.10 |
| 100'S | 10.77 | 1.76 | -11.29 | -11.29 | 0.37 | 0.33 | 0.30 | 0.30 | 0.06 | 0.02 | -0.03 | -0.03 |
| DRUG | | | | | | | | | | | | |
| PARLIAMENT | -3.34 | -3.16 | -12.21 | -12.21 | 1.55 | 1.49 | 1.46 | 1.46 | 0.07 | 0.00 | -0.13 | -0.13 |
| 80/85'S | -7.60 | -6.48 | -11.17 | -11.17 | 0.86 | 0.84 | 0.85 | 0.85 | 0.00 | -0.03 | -0.07 | -0.07 |
| 100'S | 2.57 | 1.52 | -13.63 | -13.63 | 0.69 | 0.65 | 0.61 | 0.61 | 0.07 | 0.03 | -0.07 | -0.07 |

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NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
TOTAL U.S.

DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SUPERMARKETS** | | | | | | | | | | | | | |
| PARLIAMENT | 0.82 | 0.81 | 0.85 | 0.82 | 0.80 | 0.78 | 0.82 | 0.78 | 0.79 | 0.80 | 0.81 | 0.78 | 0.83 |
| 80/85'S | 0.41 | 0.41 | 0.44 | 0.41 | 0.40 | 0.39 | 0.41 | 0.39 | 0.39 | 0.40 | 0.40 | 0.39 | 0.42 |
| 100'S | 0.41 | 0.40 | 0.41 | 0.41 | 0.40 | 0.39 | 0.40 | 0.39 | 0.40 | 0.40 | 0.41 | 0.39 | 0.41 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 0.45 | 0.45 | 0.49 | 0.50 | 0.44 | 0.41 | 0.43 | 0.46 | 0.49 | 0.43 | 0.44 | 0.40 | 0.40 |
| 80/85'S | 0.29 | 0.27 | 0.31 | 0.32 | 0.30 | 0.27 | 0.28 | 0.29 | 0.33 | 0.27 | 0.26 | 0.25 | 0.26 |
| 100'S | 0.16 | 0.18 | 0.18 | 0.18 | 0.15 | 0.15 | 0.15 | 0.17 | 0.16 | 0.16 | 0.18 | 0.15 | 0.14 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | | |
| PARLIAMENT | 0.29 | 0.34 | 0.33 | 0.37 | 0.26 | 0.28 | 0.26 | 0.31 | 0.33 | 0.30 | 0.28 | 0.25 | 0.26 |
| 80/85'S | 0.18 | 0.20 | 0.20 | 0.24 | 0.16 | 0.18 | 0.16 | 0.19 | 0.21 | 0.18 | 0.15 | 0.15 | 0.16 |
| 100'S | 0.11 | 0.14 | 0.13 | 0.13 | 0.09 | 0.10 | 0.10 | 0.12 | 0.11 | 0.11 | 0.13 | 0.10 | 0.10 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 0.93 | 0.85 | 0.99 | 0.90 | 1.05 | 0.86 | 0.97 | 0.92 | 0.98 | 0.89 | 0.93 | 0.91 | 0.88 |
| 80/85'S | 0.63 | 0.54 | 0.67 | 0.57 | 0.72 | 0.56 | 0.66 | 0.61 | 0.68 | 0.57 | 0.62 | 0.61 | 0.59 |
| 100'S | 0.30 | 0.31 | 0.32 | 0.33 | 0.32 | 0.30 | 0.31 | 0.32 | 0.30 | 0.32 | 0.31 | 0.31 | 0.29 |
| **GROCERY** | | | | | | | | | | | | | |
| PARLIAMENT | 1.08 | 0.99 | 0.98 | 1.03 | 1.00 | 1.03 | 0.97 | 1.05 | 1.02 | 0.98 | 0.99 | 1.00 | 1.11 |
| 80/85'S | 0.77 | 0.72 | 0.67 | 0.74 | 0.71 | 0.73 | 0.67 | 0.73 | 0.73 | 0.71 | 0.69 | 0.69 | 0.74 |
| 100'S | 0.32 | 0.26 | 0.30 | 0.29 | 0.29 | 0.30 | 0.30 | 0.32 | 0.29 | 0.27 | 0.30 | 0.32 | 0.37 |
| **DRUG** | | | | | | | | | | | | | |
| PARLIAMENT | 1.48 | 1.29 | 1.48 | 1.49 | 1.47 | 1.42 | 1.44 | 1.49 | 1.36 | 1.56 | 1.42 | 1.50 | 1.55 |
| 80/85'S | 0.86 | 0.74 | 0.87 | 0.85 | 0.88 | 0.84 | 0.86 | 0.91 | 0.77 | 0.93 | 0.81 | 0.85 | 0.86 |
| 100'S | 0.62 | 0.55 | 0.61 | 0.64 | 0.59 | 0.58 | 0.58 | 0.58 | 0.60 | 0.64 | 0.61 | 0.65 | 0.69 |

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# NEW NIELSEN
## PARLIAMENT
## PERFORMANCE BY TRADE CLASS
## REGION 1

DECEMBER 1991

| | % VOLUME CHANGE VS. YEAR-AGO | | | | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| **SUPERMARKETS** | | | | | | | | | | | | |
| PARLIAMENT | 3.49 | -2.33 | 0.10 | 0.10 | 2.42 | 2.43 | 2.41 | 2.41 | 0.07 | 0.07 | 0.07 | 0.07 |
| 80/85'S | 6.26 | -2.70 | 0.66 | 0.66 | 1.46 | 1.45 | 1.43 | 1.43 | 0.08 | 0.04 | 0.05 | 0.05 |
| 100'S | -0.46 | -1.80 | -0.70 | -0.70 | 0.96 | 0.99 | 0.98 | 0.98 | -0.01 | 0.04 | 0.02 | 0.02 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -9.21 | -2.87 | 0.13 | 0.13 | 1.72 | 1.82 | 1.92 | 1.92 | -0.15 | -0.06 | 0.02 | 0.02 |
| 80/85'S | -14.14 | -8.22 | -2.40 | -2.40 | 1.20 | 1.25 | 1.37 | 1.37 | -0.18 | -0.12 | -0.02 | -0.02 |
| 100'S | 4.78 | 11.45 | 7.08 | 7.08 | 0.52 | 0.57 | 0.55 | 0.55 | 0.03 | 0.06 | 0.04 | 0.04 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | |
| PARLIAMENT | -10.68 | -10.10 | -1.89 | -1.89 | 1.04 | 1.11 | 1.31 | 1.31 | -0.17 | -0.20 | -0.06 | -0.06 |
| 80/85'S | -22.32 | -23.74 | -4.43 | -4.43 | 0.65 | 0.67 | 0.89 | 0.89 | -0.22 | -0.26 | -0.07 | -0.07 |
| 100'S | 19.50 | 24.26 | 3.98 | 3.98 | 0.39 | 0.44 | 0.42 | 0.42 | 0.05 | 0.06 | 0.01 | 0.01 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -8.52 | 0.96 | 1.27 | 1.27 | 2.46 | 2.59 | 2.57 | 2.57 | -0.06 | 0.15 | 0.14 | 0.14 |
| 80/85'S | -10.41 | -0.23 | -1.34 | -1.34 | 1.80 | 1.88 | 1.89 | 1.89 | -0.08 | 0.09 | 0.05 | 0.05 |
| 100'S | -2.90 | 4.23 | 9.21 | 9.21 | 0.66 | 0.71 | 0.69 | 0.69 | 0.02 | 0.06 | 0.08 | 0.08 |
| **GROCERY** | | | | | | | | | | | | |
| PARLIAMENT | -3.95 | -6.98 | -14.10 | -14.10 | 3.00 | 2.85 | 2.89 | 2.89 | 0.15 | 0.00 | -0.18 | -0.18 |
| 80/85'S | -8.52 | -8.97 | -13.70 | -13.70 | 2.14 | 2.08 | 2.17 | 2.17 | 0.00 | -0.05 | -0.13 | -0.13 |
| 100'S | 9.61 | -1.15 | -15.31 | -15.31 | 0.86 | 0.77 | 0.72 | 0.72 | 0.14 | 0.04 | -0.06 | -0.06 |
| **DRUG** | | | | | | | | | | | | |
| PARLIAMENT | 1.52 | 1.19 | -12.83 | -12.83 | 3.20 | 3.12 | 3.03 | 3.03 | 0.33 | 0.20 | -0.15 | -0.15 |
| 80/85'S | -5.13 | -3.57 | -12.67 | -12.67 | 1.90 | 1.89 | 1.91 | 1.91 | 0.08 | 0.03 | -0.09 | -0.09 |
| 100'S | 13.09 | 9.58 | -13.10 | -13.10 | 1.30 | 1.22 | 1.12 | 1.12 | 0.25 | 0.17 | -0.06 | -0.06 |

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NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 1

DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SUPERMARKETS** | | | | | | | | | | | | | |
| PARLIAMENT | 2.35 | 2.48 | 2.53 | 2.51 | 2.40 | 2.41 | 2.42 | 2.34 | 2.19 | 2.40 | 2.47 | 2.41 | 2.42 |
| 80/85'S | 1.38 | 1.49 | 1.52 | 1.48 | 1.44 | 1.46 | 1.46 | 1.38 | 1.25 | 1.38 | 1.46 | 1.41 | 1.46 |
| 100'S | 0.97 | 0.99 | 1.01 | 1.03 | 0.97 | 0.95 | 0.96 | 0.95 | 0.93 | 1.02 | 1.01 | 1.00 | 0.96 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 1.87 | 1.78 | 2.16 | 2.21 | 1.92 | 1.73 | 1.91 | 1.97 | 2.14 | 1.83 | 1.92 | 1.80 | 1.72 |
| 80/85'S | 1.38 | 1.27 | 1.58 | 1.61 | 1.47 | 1.24 | 1.41 | 1.39 | 1.56 | 1.23 | 1.30 | 1.24 | 1.20 |
| 100'S | 0.49 | 0.51 | 0.58 | 0.60 | 0.46 | 0.49 | 0.49 | 0.58 | 0.58 | 0.60 | 0.62 | 0.56 | 0.52 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | | |
| PARLIAMENT | 1.21 | 1.40 | 1.60 | 1.89 | 1.10 | 1.22 | 1.17 | 1.38 | 1.52 | 1.20 | 1.20 | 1.08 | 1.04 |
| 80/85'S | 0.87 | 0.98 | 1.13 | 1.42 | 0.82 | 0.86 | 0.84 | 0.92 | 1.01 | 0.77 | 0.69 | 0.68 | 0.65 |
| 100'S | 0.34 | 0.42 | 0.47 | 0.47 | 0.28 | 0.36 | 0.33 | 0.46 | 0.51 | 0.43 | 0.51 | 0.40 | 0.39 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 2.52 | 2.22 | 2.73 | 2.57 | 2.74 | 2.28 | 2.61 | 2.61 | 2.75 | 2.56 | 2.66 | 2.66 | 2.46 |
| 80/85'S | 1.88 | 1.61 | 2.05 | 1.81 | 2.11 | 1.64 | 1.96 | 1.91 | 2.09 | 1.76 | 1.93 | 1.91 | 1.80 |
| 100'S | 0.64 | 0.61 | 0.68 | 0.75 | 0.63 | 0.63 | 0.65 | 0.70 | 0.66 | 0.80 | 0.73 | 0.75 | 0.66 |
| **GROCERY** | | | | | | | | | | | | | |
| PARLIAMENT | 2.86 | 2.87 | 2.67 | 2.99 | 2.81 | 3.13 | 2.83 | 3.09 | 2.82 | 2.94 | 2.71 | 2.85 | 3.00 |
| 80/85'S | 2.14 | 2.20 | 1.98 | 2.34 | 2.11 | 2.36 | 2.08 | 2.28 | 2.18 | 2.28 | 2.04 | 2.07 | 2.14 |
| 100'S | 0.72 | 0.66 | 0.70 | 0.65 | 0.70 | 0.77 | 0.75 | 0.80 | 0.64 | 0.65 | 0.67 | 0.79 | 0.86 |
| **DRUG** | | | | | | | | | | | | | |
| PARLIAMENT | 2.87 | 2.71 | 2.86 | 3.11 | 3.07 | 3.00 | 3.15 | 3.08 | 2.78 | 3.24 | 3.09 | 3.06 | 3.20 |
| 80/85'S | 1.82 | 1.76 | 1.81 | 1.88 | 1.99 | 1.94 | 2.02 | 2.05 | 1.66 | 2.09 | 1.90 | 1.88 | 1.90 |
| 100'S | 1.05 | 0.95 | 1.05 | 1.23 | 1.08 | 1.06 | 1.13 | 1.03 | 1.12 | 1.15 | 1.19 | 1.18 | 1.30 |

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NEW NIELSEN
TOP 20 BRANDS
SECTION 11
DECEMBER 1991

| | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| MARLBORO | 27.57 | 29.31 | 30.16 | 30.16 | -2.99 | -1.11 | -0.49 | -0.49 |
| WINSTON | 8.22 | 8.31 | 8.62 | 8.62 | -0.86 | -1.03 | -1.15 | -1.15 |
| NEWPORT | 6.17 | 6.71 | 7.18 | 7.18 | -1.91 | -1.25 | -0.28 | -0.28 |
| MERIT | 6.06 | 6.28 | 6.59 | 6.59 | -0.94 | -0.61 | -0.53 | -0.53 |
| SALEM | 3.90 | 4.02 | 4.07 | 4.07 | -0.33 | -0.30 | -0.33 | -0.33 |
| CAMEL FILTERS* | 2.99 | 3.15 | 3.09 | 3.09 | -0.32 | -0.06 | -0.05 | -0.05 |
| ULTRA LIGHTS TOTAL | 0.27 | 0.29 | 0.32 | 0.32 | 0.10 | 0.23 | 0.31 | 0.31 |
| CAMEL NON-FILTER | 0.91 | 0.94 | 0.91 | 0.91 | -0.05 | -0.07 | -0.19 | -0.19 |
| KOOL | 2.88 | 2.71 | 2.80 | 2.80 | -0.13 | -0.31 | -0.25 | -0.25 |
| VIRGINIA SLIMS | 2.55 | 2.56 | 2.54 | 2.54 | 0.00 | -0.09 | -0.09 | -0.09 |
| BENSON + HEDGES | 2.53 | 2.52 | 2.48 | 2.48 | -0.18 | -0.12 | -0.21 | -0.21 |
| PARLIAMENT | 2.32 | 2.39 | 2.39 | 2.39 | -0.29 | -0.04 | 0.04 | 0.04 |
| KENT | 2.22 | 2.21 | 2.18 | 2.18 | -0.06 | -0.11 | -0.16 | -0.16 |
| CARLTON | 2.20 | 2.10 | 2.17 | 2.17 | 0.13 | 0.01 | -0.05 | -0.05 |
| PALL MALL | 1.75 | 1.72 | 1.71 | 1.71 | 0.07 | -0.12 | -0.16 | -0.16 |
| NON-FILTERS | 1.32 | 1.27 | 1.22 | 1.22 | 0.10 | -0.04 | -0.12 | -0.12 |
| VANTAGE | 1.68 | 1.67 | 1.76 | 1.76 | -0.20 | -0.25 | -0.15 | -0.15 |
| CAMBRIDGE | 1.67 | 1.86 | 1.76 | 1.76 | 0.16 | 0.33 | 0.26 | 0.26 |
| TRUE | 1.59 | 1.58 | 1.55 | 1.55 | -0.08 | -0.10 | -0.11 | -0.11 |
| MONTCLAIR | 1.42 | 1.30 | 1.05 | 1.05 | 0.99 | 0.93 | 0.83 | 0.83 |
| BRISTOL | 1.21 | 1.15 | 1.54 | 1.54 | -0.15 | -0.03 | 1.05 | 1.05 |
| DORAL | 1.21 | 1.23 | 1.29 | 1.29 | -0.04 | -0.04 | 0.08 | 0.08 |
| NOW | 1.07 | 1.00 | 1.08 | 1.08 | 0.07 | -0.09 | -0.05 | -0.05 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 11
DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARLBORO | 30.56 | 30.30 | 30.23 | 31.48 | 30.74 | 30.77 | 30.45 | 30.32 | 30.20 | 29.54 | 28.88 | 31.48 | 27.57 |
| WINSTON | 9.09 | 9.27 | 9.03 | 8.84 | 8.27 | 8.63 | 8.60 | 8.43 | 8.50 | 9.12 | 8.67 | 8.01 | 8.22 |
| NEWPORT | 8.08 | 7.49 | 7.31 | 7.56 | 7.41 | 6.66 | 7.28 | 8.01 | 7.19 | 7.01 | 6.88 | 7.07 | 6.17 |
| MERIT | 7.00 | 6.76 | 6.80 | 7.12 | 6.67 | 7.04 | 6.78 | 6.60 | 6.22 | 6.37 | 6.32 | 6.44 | 6.06 |
| SALEM | 4.23 | 4.29 | 4.38 | 3.86 | 4.14 | 4.13 | 4.10 | 3.89 | 4.08 | 3.92 | 3.95 | 4.21 | 3.90 |
| CAMEL FILTERS* | 3.31 | 3.27 | 3.20 | 2.95 | 3.06 | 3.02 | 2.85 | 2.90 | 3.11 | 3.27 | 3.13 | 3.32 | 2.99 |
| ULTRA LIGHTS TOTAL | 0.17 | 0.22 | 0.48 | 0.37 | 0.32 | 0.34 | 0.31 | 0.29 | 0.30 | 0.39 | 0.29 | 0.30 | 0.27 |
| CAMEL NON-FILTER | 0.96 | 1.08 | 1.01 | 0.95 | 0.90 | 0.79 | 0.88 | 0.78 | 0.86 | 0.89 | 1.01 | 0.89 | 0.91 |
| KOOL | 3.01 | 2.96 | 2.89 | 2.94 | 2.88 | 2.74 | 2.78 | 2.86 | 2.75 | 2.75 | 2.76 | 2.48 | 2.88 |
| VIRGINIA SLIMS | 2.56 | 2.57 | 2.74 | 2.36 | 2.47 | 2.47 | 2.51 | 2.41 | 2.72 | 2.59 | 2.55 | 2.58 | 2.55 |
| BENSON + HEDGES | 2.71 | 2.52 | 2.56 | 2.48 | 2.41 | 2.52 | 2.39 | 2.34 | 2.54 | 2.47 | 2.53 | 2.49 | 2.53 |
| PARLIAMENT | 2.60 | 2.34 | 2.49 | 2.41 | 2.51 | 2.27 | 2.50 | 2.40 | 2.26 | 2.30 | 2.42 | 2.43 | 2.32 |
| KENT | 2.28 | 2.57 | 2.47 | 2.15 | 2.25 | 1.94 | 2.01 | 1.83 | 2.35 | 2.00 | 2.17 | 2.25 | 2.22 |
| CARLTON | 2.07 | 2.23 | 2.17 | 2.09 | 2.14 | 2.32 | 2.24 | 2.23 | 2.22 | 2.08 | 2.03 | 2.09 | 2.20 |
| PALL MALL | 1.68 | 1.75 | 1.68 | 1.67 | 1.64 | 1.79 | 1.75 | 1.58 | 1.74 | 1.74 | 1.56 | 1.86 | 1.75 |
| NON-FILTERS | 1.22 | 1.20 | 1.21 | 1.20 | 1.10 | 1.31 | 1.21 | 1.08 | 1.22 | 1.32 | 1.13 | 1.36 | 1.32 |
| VANTAGE | 1.88 | 1.86 | 1.78 | 1.84 | 1.91 | 1.87 | 1.78 | 1.69 | 1.78 | 1.66 | 1.71 | 1.60 | 1.68 |
| CAMBRIDGE | 1.51 | 1.56 | 1.39 | 1.73 | 1.82 | 1.76 | 2.04 | 1.89 | 1.64 | 1.70 | 1.86 | 2.04 | 1.67 |
| TRUE | 1.68 | 1.57 | 1.58 | 1.60 | 1.41 | 1.55 | 1.66 | 1.54 | 1.45 | 1.54 | 1.61 | 1.55 | 1.59 |
| MONTCLAIR | 0.43 | 0.66 | 0.57 | 0.68 | 0.84 | 1.19 | 1.18 | 1.21 | 1.12 | 1.10 | 1.29 | 1.21 | 1.42 |
| BRISTOL | 1.36 | 1.65 | 1.78 | 1.62 | 2.75 | 2.05 | 1.51 | 1.20 | 1.20 | 1.28 | 1.30 | 0.92 | 1.21 |
| DORAL | 1.25 | 1.20 | 1.41 | 1.44 | 1.34 | 1.38 | 1.48 | 1.25 | 1.16 | 1.14 | 1.29 | 1.18 | 1.21 |
| NOW | 1.00 | 1.05 | 1.20 | 1.14 | 1.03 | 1.12 | 1.13 | 1.15 | 1.14 | 1.03 | 1.06 | 0.86 | 1.07 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 12
DECEMBER 1991

| | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| MARLBORO | 26.75 | 26.75 | 26.39 | 26.39 | 1.35 | 0.95 | 0.00 | 0.00 |
| WINSTON | 7.71 | 7.38 | 8.03 | 8.03 | -1.49 | -1.75 | -1.09 | -1.09 |
| NEWPORT | 7.38 | 7.59 | 7.67 | 7.67 | -0.23 | -0.15 | -0.13 | -0.13 |
| MERIT | 6.72 | 6.65 | 6.89 | 6.89 | -0.28 | -0.64 | -0.29 | -0.29 |
| SALEM | 4.28 | 4.32 | 4.61 | 4.61 | -0.68 | -0.72 | -0.55 | -0.55 |
| KOOL | 3.57 | 3.47 | 3.58 | 3.58 | -0.28 | -0.33 | -0.08 | -0.08 |
| VIRGINIA SLIMS | 3.03 | 2.98 | 3.00 | 3.00 | 0.00 | -0.07 | -0.19 | -0.19 |
| KENT | 2.72 | 2.72 | 2.78 | 2.78 | -0.30 | -0.31 | -0.30 | -0.30 |
| CAMEL FILTERS* | 2.60 | 2.49 | 2.66 | 2.66 | 0.13 | -0.02 | 0.08 | 0.08 |
| ULTRA LIGHTS TOTAL | 0.22 | 0.27 | 0.33 | 0.33 | 0.08 | 0.28 | 0.31 | 0.31 |
| CAMEL NON-FILTER | 1.23 | 1.22 | 1.20 | 1.20 | -0.09 | -0.10 | -0.17 | -0.17 |
| BENSON + HEDGES | 2.60 | 2.64 | 2.59 | 2.59 | -0.14 | -0.13 | -0.09 | -0.09 |
| CARLTON | 2.22 | 2.44 | 2.32 | 2.32 | -0.10 | 0.09 | 0.02 | 0.02 |
| PALL MALL | 2.13 | 2.14 | 2.26 | 2.26 | -0.15 | -0.19 | -0.22 | -0.22 |
| NON-FILTERS | 1.71 | 1.63 | 1.69 | 1.69 | -0.02 | -0.12 | -0.23 | -0.23 |
| DORAL | 1.95 | 1.88 | 1.93 | 1.93 | 0.18 | 0.06 | 0.05 | 0.05 |
| TRUE | 1.67 | 1.63 | 1.64 | 1.64 | 0.02 | 0.04 | 0.02 | 0.02 |
| PARLIAMENT | 1.67 | 1.66 | 1.58 | 1.58 | 0.12 | 0.09 | -0.03 | -0.03 |
| MONTCLAIR | 1.62 | 1.64 | 1.41 | 1.41 | 0.29 | 0.62 | 0.90 | 0.90 |
| VANTAGE | 1.50 | 1.48 | 1.67 | 1.67 | -0.55 | -0.44 | -0.26 | -0.26 |
| CAMBRIDGE | 1.25 | 1.35 | 1.36 | 1.36 | 0.14 | 0.21 | 0.20 | 0.20 |
| VICEROY | 1.20 | 1.19 | 1.17 | 1.17 | 0.03 | 0.09 | 0.10 | 0.10 |
| RALEIGH EXTRA | 1.19 | 1.25 | 1.10 | 1.10 | 0.65 | 0.75 | 0.91 | 0.91 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 12
DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARLBORO | 25.40 | 26.92 | 25.53 | 26.03 | 24.71 | 25.19 | 26.46 | 27.16 | 26.59 | 27.70 | 26.91 | 26.57 | 26.75 |
| WINSTON | 9.20 | 8.63 | 8.69 | 8.57 | 8.38 | 8.37 | 8.28 | 8.17 | 7.46 | 7.95 | 7.12 | 7.30 | 7.71 |
| NEWPORT | 7.61 | 7.65 | 7.22 | 7.44 | 7.45 | 8.23 | 8.13 | 7.94 | 7.66 | 7.52 | 7.72 | 7.67 | 7.38 |
| MERIT | 7.00 | 7.47 | 7.14 | 7.28 | 6.91 | 6.86 | 6.68 | 7.14 | 6.88 | 6.52 | 6.56 | 6.67 | 6.72 |
| SALEM | 4.96 | 4.91 | 4.92 | 4.92 | 4.79 | 4.73 | 4.62 | 4.52 | 4.47 | 4.56 | 4.28 | 4.42 | 4.28 |
| KOOL | 3.85 | 3.63 | 3.80 | 3.69 | 3.72 | 3.58 | 3.43 | 3.59 | 3.66 | 3.42 | 3.68 | 3.16 | 3.57 |
| VIRGINIA SLIMS | 3.04 | 2.95 | 3.05 | 3.07 | 3.18 | 2.95 | 3.16 | 2.94 | 2.77 | 3.07 | 2.92 | 2.98 | 3.03 |
| KENT | 3.01 | 3.10 | 2.54 | 2.84 | 2.82 | 2.82 | 2.67 | 2.77 | 2.91 | 2.77 | 2.71 | 2.73 | 2.72 |
| CAMEL FILTERS* | 2.46 | 2.52 | 2.68 | 2.81 | 2.76 | 2.54 | 2.89 | 2.63 | 2.92 | 2.61 | 2.47 | 2.42 | 2.60 |
| ULTRA LIGHTS TOTAL | 0.14 | 0.34 | 0.35 | 0.39 | 0.42 | 0.35 | 0.40 | 0.27 | 0.29 | 0.30 | 0.30 | 0.30 | 0.22 |
| CAMEL NON-FILTER | 1.31 | 1.41 | 1.33 | 1.26 | 1.13 | 1.14 | 0.99 | 1.19 | 1.28 | 1.06 | 1.26 | 1.16 | 1.23 |
| BENSON + HEDGES | 2.74 | 2.67 | 2.73 | 2.61 | 2.66 | 2.56 | 2.50 | 2.39 | 2.62 | 2.40 | 2.56 | 2.77 | 2.60 |
| CARLTON | 2.31 | 2.01 | 2.06 | 2.25 | 2.30 | 2.37 | 2.29 | 2.25 | 2.53 | 2.41 | 2.55 | 2.56 | 2.22 |
| PALL MALL | 2.28 | 2.36 | 2.21 | 2.33 | 2.39 | 2.30 | 2.38 | 2.27 | 2.26 | 2.18 | 2.31 | 1.98 | 2.13 |
| NON-FILTERS | 1.73 | 1.86 | 1.65 | 1.80 | 1.68 | 1.76 | 1.70 | 1.65 | 1.62 | 1.71 | 1.64 | 1.53 | 1.71 |
| DORAL | 1.77 | 1.84 | 1.99 | 1.83 | 2.31 | 1.95 | 1.91 | 1.81 | 2.11 | 1.80 | 1.84 | 1.84 | 1.95 |
| TRUE | 1.66 | 1.66 | 1.64 | 1.75 | 1.60 | 1.58 | 1.69 | 1.62 | 1.69 | 1.61 | 1.66 | 1.55 | 1.67 |
| PARLIAMENT | 1.55 | 1.43 | 1.66 | 1.56 | 1.59 | 1.46 | 1.56 | 1.44 | 1.57 | 1.69 | 1.73 | 1.57 | 1.67 |
| MONTCLAIR | 1.33 | 1.03 | 1.52 | 1.36 | 1.38 | 1.37 | 1.07 | 1.24 | 1.50 | 1.47 | 1.71 | 1.57 | 1.62 |
| VANTAGE | 2.05 | 1.82 | 1.90 | 1.74 | 1.79 | 1.66 | 1.73 | 1.78 | 1.60 | 1.64 | 1.47 | 1.46 | 1.50 |
| CAMBRIDGE | 1.11 | 1.09 | 1.26 | 1.29 | 1.50 | 1.40 | 1.44 | 1.42 | 1.48 | 1.40 | 1.44 | 1.36 | 1.25 |
| VICEROY | 1.17 | 1.14 | 1.17 | 1.06 | 1.32 | 1.17 | 1.10 | 1.14 | 1.22 | 1.15 | 1.16 | 1.20 | 1.20 |
| RALEIGH EXTRA | 0.53 | 0.61 | 0.99 | 0.89 | 1.23 | 1.27 | 0.87 | 1.06 | 1.29 | 1.12 | 1.36 | 1.22 | 1.19 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 13
DECEMBER 1991

| | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| MARLBORO | 23.99 | 24.87 | 26.03 | 26.03 | -1.23 | -0.52 | 0.16 | 0.16 |
| WINSTON | 8.36 | 8.20 | 8.03 | 8.03 | -0.24 | -0.46 | -0.95 | -0.95 |
| NEWPORT | 6.16 | 6.38 | 6.56 | 6.56 | -0.22 | -0.22 | -0.15 | -0.15 |
| SALEM | 5.12 | 5.05 | 5.32 | 5.32 | -0.77 | -0.70 | -0.57 | -0.57 |
| MERIT | 4.81 | 4.73 | 4.89 | 4.89 | -0.46 | -0.44 | -0.44 | -0.44 |
| DORAL | 4.18 | 4.06 | 3.61 | 3.61 | 0.96 | 0.75 | 0.41 | 0.41 |
| CAMEL FILTERS* | 3.38 | 3.11 | 2.88 | 2.88 | 0.62 | 0.41 | 0.31 | 0.31 |
| ULTRA LIGHTS TOTAL | 0.45 | 0.43 | 0.49 | 0.49 | 0.02 | 0.29 | 0.45 | 0.45 |
| CAMEL NON-FILTER | 0.92 | 0.98 | 0.96 | 0.96 | -0.25 | -0.12 | -0.14 | -0.14 |
| KOOL | 2.98 | 3.02 | 2.91 | 2.91 | -0.01 | 0.09 | -0.11 | -0.11 |
| VIRGINIA SLIMS | 2.02 | 2.03 | 2.00 | 2.00 | 0.04 | -0.04 | -0.18 | -0.18 |
| KENT | 1.97 | 1.86 | 1.98 | 1.98 | -0.44 | -0.46 | -0.26 | -0.26 |
| CAMBRIDGE | 1.82 | 1.97 | 2.00 | 2.00 | -0.02 | 0.14 | 0.12 | 0.12 |
| PALL MALL | 1.80 | 1.90 | 2.06 | 2.06 | -0.49 | -0.43 | -0.41 | -0.41 |
| NON-FILTERS | 1.39 | 1.40 | 1.47 | 1.47 | -0.15 | -0.16 | -0.21 | -0.21 |
| PARLIAMENT | 1.71 | 1.78 | 1.86 | 1.86 | -0.07 | -0.06 | -0.11 | -0.11 |
| VANTAGE | 1.69 | 1.52 | 1.63 | 1.63 | -0.19 | -0.26 | -0.24 | -0.24 |
| BENSON + HEDGES | 1.63 | 1.66 | 1.81 | 1.81 | -0.34 | -0.32 | -0.33 | -0.33 |
| CARLTON | 1.55 | 1.55 | 1.58 | 1.58 | -0.04 | -0.04 | 0.04 | 0.04 |
| PYRAMID | 1.38 | 1.28 | 1.27 | 1.27 | 0.07 | -0.07 | -0.10 | -0.10 |
| BRISTOL | 1.27 | 1.27 | 1.37 | 1.37 | -0.20 | -0.12 | 0.42 | 0.42 |
| TRUE | 1.19 | 1.08 | 1.11 | 1.11 | -0.26 | -0.20 | -0.19 | -0.19 |
| NOW | 1.13 | 1.08 | 1.09 | 1.09 | 0.00 | -0.01 | -0.07 | -0.07 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 13
DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARLBORO | 25.22 | 24.88 | 25.98 | 26.10 | 26.40 | 26.58 | 26.97 | 26.85 | 26.04 | 27.82 | 25.30 | 25.32 | 23.99 |
| WINSTON | 8.61 | 8.06 | 8.09 | 8.25 | 7.97 | 7.85 | 8.04 | 7.59 | 7.69 | 8.26 | 8.20 | 8.04 | 8.36 |
| NEWPORT | 6.38 | 6.34 | 6.20 | 6.38 | 6.32 | 7.29 | 6.46 | 7.11 | 6.79 | 6.66 | 6.59 | 6.39 | 6.16 |
| SALEM | 5.88 | 5.91 | 5.58 | 5.17 | 5.53 | 5.45 | 5.31 | 5.15 | 5.32 | 5.29 | 5.03 | 4.99 | 5.12 |
| MERIT | 5.27 | 5.45 | 4.95 | 4.79 | 4.91 | 5.06 | 4.91 | 5.01 | 4.72 | 4.67 | 4.64 | 4.74 | 4.81 |
| DORAL | 3.21 | 3.60 | 3.54 | 3.00 | 3.56 | 3.16 | 3.24 | 3.83 | 3.65 | 3.64 | 4.03 | 3.97 | 4.18 |
| CAMEL FILTERS* | 2.77 | 2.90 | 2.82 | 2.64 | 3.06 | 2.91 | 2.59 | 3.05 | 2.68 | 2.58 | 2.77 | 3.20 | 3.38 |
| ULTRA LIGHTS TOTAL | 0.43 | 0.76 | 0.74 | 0.52 | 0.50 | 0.41 | 0.41 | 0.46 | 0.38 | 0.41 | 0.41 | 0.44 | 0.45 |
| CAMEL NON-FILTER | 1.16 | 1.11 | 1.03 | 1.08 | 0.96 | 0.76 | 0.85 | 0.88 | 0.93 | 0.96 | 1.03 | 1.01 | 0.92 |
| KOOL | 2.99 | 2.98 | 2.79 | 2.97 | 2.72 | 2.89 | 2.89 | 2.85 | 3.02 | 2.80 | 3.15 | 2.91 | 2.98 |
| VIRGINIA SLIMS | 1.98 | 2.17 | 2.09 | 2.06 | 1.89 | 2.01 | 1.97 | 1.91 | 1.93 | 1.85 | 2.06 | 2.00 | 2.02 |
| KENT | 2.41 | 2.00 | 2.09 | 2.05 | 2.16 | 2.06 | 2.19 | 2.00 | 1.87 | 1.70 | 1.85 | 1.77 | 1.97 |
| CAMBRIDGE | 1.85 | 1.91 | 2.14 | 2.12 | 2.02 | 2.12 | 2.14 | 2.00 | 1.86 | 1.78 | 2.04 | 2.04 | 1.82 |
| PALL MALL | 2.29 | 2.37 | 2.13 | 2.18 | 2.21 | 2.04 | 2.01 | 1.93 | 2.09 | 2.01 | 2.03 | 1.86 | 1.80 |
| NON-FILTERS | 1.54 | 1.64 | 1.48 | 1.60 | 1.50 | 1.42 | 1.36 | 1.34 | 1.51 | 1.53 | 1.45 | 1.35 | 1.39 |
| PARLIAMENT | 1.78 | 1.91 | 1.88 | 2.18 | 1.77 | 1.77 | 1.97 | 1.80 | 1.91 | 1.74 | 1.76 | 1.88 | 1.71 |
| VANTAGE | 1.88 | 1.70 | 1.75 | 1.88 | 1.70 | 1.56 | 1.70 | 1.57 | 1.54 | 1.62 | 1.50 | 1.38 | 1.69 |
| BENSON + HEDGES | 1.98 | 1.86 | 1.91 | 2.12 | 1.86 | 1.80 | 1.80 | 1.71 | 1.91 | 1.74 | 1.62 | 1.73 | 1.63 |
| CARLTON | 1.59 | 1.54 | 1.55 | 1.63 | 1.61 | 1.60 | 1.60 | 1.56 | 1.58 | 1.65 | 1.52 | 1.59 | 1.55 |
| PYRAMID | 1.31 | 1.56 | 1.60 | 1.02 | 1.27 | 1.28 | 1.37 | 1.15 | 1.29 | 0.91 | 1.12 | 1.33 | 1.38 |
| BRISTOL | 1.47 | 1.32 | 1.50 | 1.74 | 1.55 | 1.33 | 1.32 | 1.30 | 1.23 | 1.29 | 1.40 | 1.15 | 1.27 |
| TRUE | 1.44 | 1.14 | 1.10 | 1.16 | 1.31 | 1.00 | 1.06 | 1.04 | 1.26 | 1.01 | 1.08 | 0.97 | 1.19 |
| NOW | 1.12 | 1.04 | 0.97 | 1.15 | 1.08 | 1.09 | 1.12 | 1.16 | 1.10 | 1.12 | 1.03 | 1.08 | 1.13 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 14
DECEMBER 1991

| | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| MARLBORO | 26.48 | 26.44 | 26.10 | 26.10 | -1.41 | -1.42 | -2.72 | -2.72 |
| MERIT | 7.05 | 7.05 | 7.08 | 7.08 | 0.65 | 0.71 | 0.85 | 0.85 |
| NEWPORT | 7.03 | 6.15 | 5.90 | 5.90 | 0.65 | 0.15 | 0.17 | 0.17 |
| KENT | 5.19 | 5.31 | 5.54 | 5.54 | -0.52 | -0.08 | 0.39 | 0.39 |
| SALEM | 5.09 | 5.04 | 5.21 | 5.21 | -0.16 | -0.21 | -0.05 | -0.05 |
| PARLIAMENT | 4.81 | 4.60 | 4.64 | 4.64 | 0.29 | -0.04 | -0.53 | -0.53 |
| WINSTON | 4.58 | 4.59 | 4.71 | 4.71 | -0.16 | -0.17 | -0.21 | -0.21 |
| VIRGINIA SLIMS | 4.10 | 3.90 | 3.78 | 3.78 | 0.17 | 0.01 | -0.17 | -0.17 |
| KOOL | 3.99 | 4.11 | 4.29 | 4.29 | 0.18 | 0.33 | 0.40 | 0.40 |
| BENSON + HEDGES | 3.76 | 3.89 | 4.08 | 4.08 | 0.07 | 0.11 | 0.13 | 0.13 |
| CARLTON | 3.09 | 3.22 | 3.09 | 3.09 | -0.03 | 0.16 | 0.10 | 0.10 |
| TRUE | 3.06 | 3.19 | 3.25 | 3.25 | 0.28 | 0.29 | 0.21 | 0.21 |
| VANTAGE | 2.87 | 2.74 | 2.67 | 2.67 | 0.59 | 0.38 | 0.21 | 0.21 |
| PALL MALL | 1.95 | 1.98 | 2.13 | 2.13 | -0.44 | -0.55 | -0.37 | -0.37 |
| NON-FILTERS | 0.74 | 0.76 | 0.92 | 0.92 | -0.37 | -0.20 | -0.27 | -0.27 |
| CAMEL FILTERS* | 1.94 | 1.88 | 1.82 | 1.82 | 0.54 | 0.52 | 0.51 | 0.51 |
| ULTRA LIGHTS TOTAL | 0.29 | 0.24 | 0.24 | 0.24 | 0.19 | 0.20 | 0.23 | 0.23 |
| CAMEL NON-FILTER | 0.66 | 0.62 | 0.66 | 0.66 | -0.17 | -0.21 | -0.13 | -0.13 |
| NOW | 1.63 | 1.63 | 1.58 | 1.58 | -0.13 | -0.08 | 0.14 | 0.14 |
| MORE | 1.32 | 1.27 | 1.26 | 1.26 | 0.14 | 0.00 | 0.12 | 0.12 |
| TAREYTON | 1.12 | 1.14 | 1.17 | 1.17 | -0.10 | -0.11 | -0.02 | -0.02 |
| LUCKY STRIKE | 1.00 | 1.00 | 0.91 | 0.91 | -0.02 | 0.04 | -0.02 | -0.02 |
| CAMBRIDGE | 0.67 | 0.83 | 0.81 | 0.81 | -0.12 | 0.07 | 0.13 | 0.13 |

*INCLUDES ULTRA LIGHTS

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
TOP 20 BRANDS
SECTION 14
DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARLBORO | 27.89 | 26.49 | 25.61 | 24.57 | 26.38 | 26.38 | 25.65 | 24.92 | 27.60 | 25.98 | 28.05 | 24.60 | 26.48 |
| MERIT | 6.39 | 6.15 | 6.98 | 7.17 | 7.35 | 6.82 | 7.27 | 7.05 | 7.28 | 7.48 | 7.06 | 7.03 | 7.05 |
| NEWPORT | 6.39 | 5.38 | 5.67 | 6.42 | 5.63 | 6.09 | 5.77 | 6.43 | 5.65 | 5.36 | 5.52 | 5.88 | 7.03 |
| KENT | 5.70 | 5.63 | 5.76 | 5.92 | 5.76 | 5.52 | 5.53 | 5.76 | 5.24 | 5.50 | 5.35 | 5.40 | 5.19 |
| SALEM | 5.26 | 5.20 | 5.67 | 5.57 | 5.59 | 5.06 | 5.28 | 5.15 | 4.93 | 4.90 | 4.84 | 5.22 | 5.09 |
| PARLIAMENT | 4.52 | 4.84 | 4.45 | 4.87 | 4.39 | 4.53 | 4.62 | 4.98 | 4.69 | 4.65 | 4.46 | 4.53 | 4.81 |
| WINSTON | 4.73 | 4.74 | 4.39 | 4.19 | 5.07 | 4.63 | 4.67 | 5.10 | 5.18 | 4.72 | 4.45 | 4.74 | 4.58 |
| VIRGINIA SLIMS | 3.93 | 3.33 | 4.12 | 4.02 | 3.95 | 3.16 | 3.92 | 3.45 | 3.77 | 3.66 | 3.84 | 3.75 | 4.10 |
| KOOL | 3.81 | 4.65 | 4.20 | 4.51 | 4.34 | 4.31 | 4.50 | 4.36 | 4.33 | 4.16 | 4.14 | 4.22 | 3.99 |
| BENSON + HEDGES | 3.69 | 4.50 | 4.32 | 4.35 | 4.14 | 4.01 | 3.82 | 4.11 | 4.01 | 4.02 | 3.99 | 3.93 | 3.76 |
| CARLTON | 3.11 | 2.87 | 3.17 | 3.15 | 3.02 | 2.90 | 3.06 | 2.85 | 2.91 | 3.43 | 3.15 | 3.46 | 3.09 |
| TRUE | 2.78 | 3.08 | 3.36 | 3.53 | 3.11 | 3.40 | 3.29 | 3.06 | 3.03 | 3.59 | 3.23 | 3.29 | 3.06 |
| VANTAGE | 2.28 | 2.65 | 2.62 | 2.62 | 2.83 | 2.40 | 2.84 | 2.62 | 2.60 | 2.58 | 2.45 | 2.93 | 2.87 |
| PALL MALL | 2.39 | 2.37 | 2.36 | 2.15 | 2.27 | 2.03 | 2.26 | 2.14 | 1.97 | 2.07 | 2.03 | 1.95 | 1.95 |
| NON-FILTERS | 1.11 | 0.94 | 1.19 | 1.08 | 1.26 | 0.88 | 0.94 | 0.77 | 0.80 | 0.90 | 0.76 | 0.79 | 0.74 |
| CAMEL FILTERS* | 1.40 | 1.46 | 1.58 | 1.90 | 1.60 | 1.87 | 1.74 | 1.87 | 2.03 | 2.19 | 1.59 | 2.14 | 1.94 |
| ULTRA LIGHTS TOTAL | 0.10 | 0.16 | 0.25 | 0.26 | 0.20 | 0.27 | 0.26 | 0.25 | 0.28 | 0.23 | 0.19 | 0.23 | 0.29 |
| CAMEL NON-FILTER | 0.82 | 0.80 | 0.75 | 0.68 | 0.64 | 0.66 | 0.69 | 0.69 | 0.60 | 0.61 | 0.53 | 0.67 | 0.66 |
| NOW | 1.76 | 1.59 | 2.01 | 1.60 | 1.33 | 1.32 | 1.60 | 1.53 | 1.52 | 1.52 | 1.53 | 1.74 | 1.63 |
| MORE | 1.18 | 1.20 | 1.25 | 1.19 | 1.17 | 1.15 | 1.27 | 1.39 | 1.30 | 1.43 | 1.20 | 1.29 | 1.32 |
| TAREYTON | 1.22 | 1.27 | 1.17 | 1.21 | 1.19 | 1.08 | 1.30 | 1.09 | 1.05 | 1.27 | 1.16 | 1.14 | 1.12 |
| LUCKY STRIKE | 1.02 | 0.77 | 1.01 | 0.76 | 0.87 | 0.78 | 0.98 | 0.83 | 0.84 | 0.94 | 0.94 | 1.06 | 1.00 |
| CAMBRIDGE | 0.79 | 0.82 | 0.70 | 0.56 | 0.69 | 0.70 | 1.04 | 1.14 | 0.80 | 0.81 | 0.88 | 0.95 | 0.67 |

*INCLUDES ULTRA LIGHTS

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
TOP 20 BRANDS
SECTION 15
DECEMBER 1991

| | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| MARLBORO | 25.42 | 26.45 | 25.13 | 25.13 | 3.46 | 3.56 | 1.06 | 1.06 |
| NEWPORT | 8.12 | 7.93 | 7.77 | 7.77 | 0.79 | 0.90 | 0.93 | 0.93 |
| SALEM | 6.76 | 6.65 | 6.94 | 6.94 | -0.58 | -0.49 | -0.29 | -0.29 |
| WINSTON | 5.06 | 5.28 | 5.38 | 5.38 | -0.48 | -0.37 | -0.78 | -0.78 |
| MERIT | 5.01 | 4.94 | 5.30 | 5.30 | -0.03 | -0.13 | 0.41 | 0.41 |
| BENSON + HEDGES | 4.40 | 4.20 | 4.28 | 4.28 | -0.27 | -0.27 | -0.30 | -0.30 |
| VIRGINIA SLIMS | 4.22 | 4.03 | 3.85 | 3.85 | 0.18 | -0.22 | -0.30 | -0.30 |
| PARLIAMENT | 4.12 | 4.00 | 4.06 | 4.06 | 0.39 | 0.30 | 0.27 | 0.27 |
| KOOL | 4.06 | 3.93 | 3.91 | 3.91 | -0.10 | -0.24 | -0.30 | -0.30 |
| KENT | 3.90 | 3.87 | 3.94 | 3.94 | -0.40 | -0.41 | -0.56 | -0.56 |
| TRUE | 2.81 | 2.63 | 2.54 | 2.54 | 0.03 | -0.06 | -0.06 | -0.06 |
| CARLTON | 2.80 | 2.63 | 2.83 | 2.83 | -0.18 | -0.38 | -0.07 | -0.07 |
| PALL MALL | 2.21 | 2.19 | 2.16 | 2.16 | -0.08 | -0.17 | -0.35 | -0.35 |
| NON-FILTERS | 1.33 | 1.27 | 1.17 | 1.17 | 0.21 | -0.01 | -0.28 | -0.28 |
| NOW | 1.53 | 1.50 | 1.58 | 1.58 | -0.09 | -0.06 | -0.03 | -0.03 |
| VANTAGE | 1.46 | 1.45 | 1.61 | 1.61 | -0.54 | -0.54 | -0.31 | -0.31 |
| DORAL | 1.46 | 1.61 | 1.64 | 1.64 | -0.30 | -0.14 | 0.34 | 0.34 |
| CAMEL FILTERS* | 1.41 | 1.36 | 1.47 | 1.47 | -0.04 | -0.15 | 0.07 | 0.07 |
| ULTRA LIGHTS TOTAL | 0.19 | 0.18 | 0.18 | 0.18 | 0.12 | 0.16 | 0.18 | 0.18 |
| CAMEL NON-FILTER | 0.78 | 0.78 | 0.77 | 0.77 | -0.01 | -0.04 | -0.20 | -0.20 |
| VICEROY | 1.40 | 1.44 | 1.33 | 1.33 | 0.06 | 0.14 | 0.17 | 0.17 |
| CAMBRIDGE | 1.18 | 1.10 | 1.42 | 1.42 | -0.40 | -0.31 | 0.31 | 0.31 |
| TAREYTON | 0.99 | 0.94 | 0.99 | 0.99 | -0.10 | -0.19 | -0.21 | -0.21 |

*INCLUDES ULTRA LIGHTS



Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
TOP 20 BRANDS
SECTION 15
DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARLBORO | 21.96 | 24.09 | 24.02 | 25.08 | 24.46 | 23.93 | 24.30 | 24.37 | 26.01 | 26.00 | 26.88 | 27.00 | 25.42 |
| NEWPORT | 7.34 | 7.39 | 6.93 | 7.52 | 7.23 | 8.04 | 8.17 | 7.91 | 8.31 | 7.83 | 7.80 | 7.87 | 8.12 |
| SALEM | 7.35 | 7.17 | 7.03 | 7.05 | 7.21 | 7.17 | 7.30 | 6.80 | 6.85 | 6.76 | 6.76 | 6.39 | 6.76 |
| WINSTON | 5.54 | 5.66 | 5.17 | 5.57 | 5.47 | 5.29 | 5.44 | 5.44 | 5.22 | 5.47 | 5.18 | 5.63 | 5.06 |
| MERIT | 5.04 | 5.41 | 5.32 | 5.49 | 5.45 | 5.68 | 5.39 | 5.45 | 5.36 | 5.22 | 4.86 | 4.95 | 5.01 |
| BENSON + HEDGES | 4.67 | 5.01 | 4.17 | 4.42 | 4.06 | 4.15 | 4.20 | 4.38 | 4.19 | 4.23 | 4.10 | 4.12 | 4.40 |
| VIRGINIA SLIMS | 4.05 | 3.86 | 4.20 | 3.73 | 3.84 | 3.64 | 3.72 | 3.77 | 3.56 | 3.90 | 3.89 | 4.01 | 4.22 |
| PARLIAMENT | 3.73 | 3.89 | 3.51 | 4.17 | 4.09 | 4.56 | 4.12 | 4.30 | 3.91 | 4.13 | 4.04 | 3.85 | 4.12 |
| KOOL | 4.16 | 4.04 | 4.00 | 4.11 | 3.86 | 3.71 | 3.66 | 3.81 | 3.98 | 3.93 | 3.81 | 3.94 | 4.06 |
| KENT | 4.31 | 4.21 | 4.03 | 3.94 | 3.97 | 4.09 | 3.83 | 4.09 | 3.71 | 3.89 | 3.86 | 3.84 | 3.90 |
| TRUE | 2.78 | 2.56 | 2.38 | 2.60 | 2.53 | 2.44 | 2.38 | 2.64 | 2.49 | 2.60 | 2.61 | 2.47 | 2.81 |
| CARLTON | 2.98 | 2.85 | 3.29 | 2.92 | 2.98 | 2.96 | 2.94 | 2.78 | 2.70 | 2.64 | 2.42 | 2.70 | 2.80 |
| PALL MALL | 2.28 | 2.10 | 2.01 | 2.21 | 2.23 | 2.17 | 2.14 | 2.38 | 2.01 | 2.11 | 2.21 | 2.15 | 2.21 |
| NON-FILTERS | 1.12 | 1.08 | 0.93 | 1.05 | 1.20 | 1.16 | 1.21 | 1.26 | 1.12 | 1.27 | 1.25 | 1.22 | 1.33 |
| NOW | 1.62 | 1.53 | 1.50 | 1.60 | 1.58 | 1.71 | 1.87 | 1.55 | 1.48 | 1.61 | 1.51 | 1.44 | 1.53 |
| VANTAGE | 2.00 | 1.96 | 1.85 | 1.70 | 1.68 | 1.51 | 1.49 | 1.87 | 1.46 | 1.54 | 1.37 | 1.53 | 1.46 |
| DORAL | 1.76 | 1.57 | 2.11 | 1.32 | 1.89 | 1.46 | 1.82 | 1.43 | 1.63 | 1.66 | 1.80 | 1.53 | 1.46 |
| CAMEL FILTERS* | 1.45 | 1.49 | 1.47 | 1.48 | 1.56 | 1.47 | 1.57 | 1.57 | 1.43 | 1.49 | 1.31 | 1.35 | 1.41 |
| ULTRA LIGHTS TOTAL | 0.06 | 0.18 | 0.18 | 0.17 | 0.18 | 0.18 | 0.20 | 0.20 | 0.21 | 0.18 | 0.16 | 0.18 | 0.19 |
| CAMEL NON-FILTER | 0.79 | 0.78 | 0.80 | 0.81 | 0.75 | 0.65 | 0.78 | 0.77 | 0.78 | 0.72 | 0.68 | 0.90 | 0.78 |
| VICEROY | 1.34 | 1.25 | 1.51 | 1.16 | 1.34 | 1.13 | 1.25 | 1.37 | 1.38 | 1.25 | 1.60 | 1.30 | 1.40 |
| CAMBRIDGE | 1.57 | 1.42 | 1.58 | 1.44 | 1.57 | 1.69 | 1.69 | 1.52 | 1.49 | 1.28 | 1.17 | 0.93 | 1.18 |
| TAREYTON | 1.09 | 1.05 | 1.00 | 1.12 | 1.05 | 0.91 | 1.05 | 1.05 | 0.95 | 0.92 | 0.94 | 0.88 | 0.99 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 16
DECEMBER 1991

| | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| MARLBORO | 24.28 | 25.47 | 24.86 | 24.86 | -0.07 | 1.05 | 0.72 | 0.72 |
| NEWPORT | 8.34 | 8.08 | 8.32 | 8.32 | 0.51 | 0.06 | 0.09 | 0.09 |
| SALEM | 8.06 | 7.91 | 8.27 | 8.27 | -0.74 | -0.78 | -0.91 | -0.91 |
| WINSTON | 6.71 | 6.20 | 6.42 | 6.42 | -0.45 | -0.93 | -0.94 | -0.94 |
| KOOL | 3.60 | 3.92 | 4.05 | 4.05 | -0.31 | -0.26 | -0.35 | -0.35 |
| MERIT | 3.27 | 3.28 | 3.48 | 3.48 | -0.76 | -0.58 | -0.35 | -0.35 |
| DORAL | 3.09 | 3.08 | 2.82 | 2.82 | 0.55 | 0.67 | 0.58 | 0.58 |
| VIRGINIA SLIMS | 2.60 | 2.63 | 2.70 | 2.70 | -0.28 | -0.26 | -0.24 | -0.24 |
| KENT | 2.48 | 2.56 | 2.50 | 2.50 | -0.19 | -0.14 | -0.24 | -0.24 |
| BENSON + HEDGES | 2.37 | 2.42 | 2.48 | 2.48 | -0.21 | -0.12 | -0.05 | -0.05 |
| PALL MALL | 2.16 | 2.23 | 2.44 | 2.44 | -0.16 | -0.28 | -0.22 | -0.22 |
| NON-FILTERS | 1.81 | 1.84 | 2.00 | 2.00 | -0.01 | -0.10 | 0.01 | 0.01 |
| CAMBRIDGE | 2.06 | 2.06 | 2.00 | 2.00 | -0.14 | 0.04 | 0.15 | 0.15 |
| CAMEL FILTERS* | 2.00 | 1.96 | 1.82 | 1.82 | 0.22 | 0.27 | 0.07 | 0.07 |
| ULTRA LIGHTS TOTAL | 0.18 | 0.19 | 0.19 | 0.19 | 0.10 | 0.16 | 0.18 | 0.18 |
| CAMEL NON-FILTER | 1.54 | 1.56 | 1.62 | 1.62 | -0.08 | -0.13 | 0.00 | 0.00 |
| MONTCLAIR | 1.82 | 1.73 | 1.40 | 1.40 | 0.59 | 0.59 | 0.70 | 0.70 |
| CARLTON | 1.80 | 1.75 | 1.77 | 1.77 | 0.00 | 0.03 | 0.04 | 0.04 |
| PARLIAMENT | 1.63 | 1.55 | 1.49 | 1.49 | 0.25 | 0.14 | 0.10 | 0.10 |
| VICEROY | 1.16 | 1.08 | 0.92 | 0.92 | 0.44 | 0.30 | 0.18 | 0.18 |
| TRUE | 1.11 | 1.19 | 1.20 | 1.20 | -0.15 | 0.04 | 0.00 | 0.00 |
| VANTAGE | 1.02 | 1.14 | 1.27 | 1.27 | -0.49 | -0.35 | -0.18 | -0.18 |
| MORE | 0.94 | 0.98 | 1.03 | 1.03 | -0.12 | -0.05 | -0.05 | -0.05 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
TOP 20 BRANDS
SECTION 16
DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MARLBORO | 24.35 | 24.30 | 23.51 | 24.30 | 25.11 | 24.79 | 25.25 | 25.09 | 24.18 | 25.18 | 26.71 | 25.38 | 24.28 |
| NEWPORT | 7.83 | 8.40 | 8.10 | 8.90 | 8.36 | 8.89 | 8.26 | 8.63 | 8.50 | 7.67 | 8.02 | 7.86 | 8.34 |
| SALEM | 8.80 | 8.58 | 9.11 | 8.31 | 8.32 | 8.54 | 7.93 | 8.65 | 8.29 | 7.90 | 7.67 | 8.01 | 8.06 |
| WINSTON | 7.16 | 6.99 | 6.45 | 6.68 | 6.49 | 6.65 | 6.42 | 6.29 | 6.41 | 6.26 | 5.99 | 5.87 | 6.71 |
| KOOL | 3.91 | 4.07 | 3.90 | 4.40 | 3.93 | 4.28 | 4.10 | 4.27 | 3.68 | 4.32 | 4.23 | 3.92 | 3.60 |
| MERIT | 4.03 | 3.71 | 3.87 | 3.12 | 3.70 | 3.58 | 3.45 | 3.87 | 3.27 | 3.41 | 3.29 | 3.28 | 3.27 |
| DORAL | 2.54 | 2.63 | 2.68 | 2.61 | 2.85 | 2.66 | 2.61 | 2.73 | 2.95 | 2.81 | 2.93 | 3.25 | 3.09 |
| VIRGINIA SLIMS | 2.87 | 2.84 | 2.64 | 2.82 | 2.60 | 2.78 | 2.74 | 2.79 | 2.62 | 2.68 | 2.61 | 2.70 | 2.60 |
| KENT | 2.67 | 2.55 | 2.74 | 2.47 | 2.36 | 2.49 | 2.37 | 2.75 | 2.32 | 2.29 | 2.71 | 2.49 | 2.48 |
| BENSON + HEDGES | 2.58 | 2.63 | 2.50 | 2.39 | 2.30 | 2.49 | 2.42 | 2.59 | 2.58 | 2.52 | 2.41 | 2.50 | 2.37 |
| PALL MALL | 2.32 | 2.47 | 2.64 | 2.48 | 2.65 | 2.42 | 2.41 | 2.61 | 2.53 | 2.39 | 2.19 | 2.36 | 2.16 |
| NON-FILTERS | 1.81 | 2.03 | 2.19 | 2.01 | 2.21 | 1.96 | 1.93 | 2.12 | 2.03 | 2.03 | 1.80 | 1.93 | 1.81 |
| CAMBRIDGE | 2.20 | 2.09 | 1.98 | 1.59 | 2.04 | 1.87 | 2.07 | 1.88 | 1.94 | 2.28 | 1.97 | 2.17 | 2.06 |
| CAMEL FILTERS* | 1.78 | 1.75 | 1.62 | 1.85 | 1.73 | 1.78 | 1.81 | 1.72 | 1.70 | 2.01 | 1.89 | 2.00 | 2.00 |
| ULTRA LIGHTS TOTAL | 0.09 | 0.23 | 0.18 | 0.19 | 0.17 | 0.16 | 0.19 | 0.19 | 0.16 | 0.22 | 0.18 | 0.20 | 0.18 |
| CAMEL NON-FILTER | 1.62 | 1.80 | 1.68 | 1.58 | 1.69 | 1.41 | 1.56 | 1.67 | 1.82 | 1.53 | 1.49 | 1.68 | 1.54 |
| MONTCLAIR | 1.23 | 1.06 | 1.32 | 1.58 | 1.44 | 0.91 | 1.43 | 0.54 | 1.90 | 1.32 | 1.52 | 1.86 | 1.82 |
| CARLTON | 1.79 | 1.79 | 1.77 | 1.77 | 1.68 | 1.69 | 1.68 | 1.95 | 1.99 | 1.59 | 1.74 | 1.71 | 1.80 |
| PARLIAMENT | 1.38 | 1.18 | 1.58 | 1.50 | 1.43 | 1.49 | 1.46 | 1.55 | 1.36 | 1.63 | 1.48 | 1.56 | 1.63 |
| VICEROY | 0.73 | 0.85 | 0.86 | 0.89 | 0.84 | 0.74 | 0.85 | 0.88 | 0.94 | 0.91 | 1.02 | 1.06 | 1.16 |
| TRUE | 1.26 | 1.27 | 1.20 | 1.07 | 1.14 | 1.16 | 1.34 | 1.14 | 1.33 | 1.19 | 1.28 | 1.18 | 1.11 |
| VANTAGE | 1.51 | 1.51 | 1.39 | 1.37 | 1.38 | 1.24 | 1.37 | 1.12 | 1.14 | 1.37 | 1.19 | 1.20 | 1.02 |
| MORE | 1.06 | 0.96 | 1.01 | 0.99 | 1.09 | 1.04 | 1.01 | 1.14 | 1.09 | 1.00 | 1.01 | 1.00 | 0.94 |

*INCLUDES ULTRA LIGHTS

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NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 2

DECEMBER 1991

| | % VOLUME CHANGE VS. YEAR-AGO | | | | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| **SUPERMARKETS** | | | | | | | | | | | | |
| PARLIAMENT | -2.96 | -8.58 | -8.54 | -8.54 | 0.68 | 0.64 | 0.64 | 0.64 | 0.01 | -0.02 | -0.04 | -0.04 |
| 80/85'S | -8.00 | -13.49 | -11.33 | -11.33 | 0.34 | 0.31 | 0.32 | 0.32 | -0.01 | -0.03 | -0.03 | -0.03 |
| 100'S | 2.46 | -3.44 | -5.67 | -5.67 | 0.35 | 0.33 | 0.33 | 0.33 | 0.02 | 0.01 | -0.01 | -0.01 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -23.22 | -48.06 | -34.48 | -34.48 | 0.15 | 0.13 | 0.17 | 0.17 | -0.04 | -0.12 | -0.08 | -0.08 |
| 80/85'S | -36.98 | -54.63 | -32.72 | -32.72 | 0.07 | 0.06 | 0.09 | 0.09 | -0.04 | -0.08 | -0.04 | -0.04 |
| 100'S | -4.29 | -39.44 | -36.66 | -36.66 | 0.08 | 0.07 | 0.07 | 0.07 | 0.00 | -0.04 | -0.04 | -0.04 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | |
| PARLIAMENT | -34.45 | -65.22 | -49.15 | -49.15 | 0.08 | 0.06 | 0.09 | 0.09 | -0.04 | -0.13 | -0.09 | -0.09 |
| 80/85'S | -58.61 | -73.31 | -47.42 | -47.42 | 0.03 | 0.03 | 0.06 | 0.06 | -0.05 | -0.08 | -0.05 | -0.05 |
| 100'S | 12.81 | -53.02 | -51.60 | -51.60 | 0.05 | 0.03 | 0.04 | 0.04 | 0.01 | -0.04 | -0.04 | -0.04 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -12.48 | -22.89 | -14.31 | -14.31 | 0.43 | 0.38 | 0.44 | 0.44 | -0.02 | -0.08 | -0.03 | -0.03 |
| 80/85'S | -9.66 | -22.81 | -9.21 | -9.21 | 0.22 | 0.20 | 0.23 | 0.23 | 0.00 | -0.04 | 0.00 | 0.00 |
| 100'S | -15.37 | -23.02 | -19.53 | -19.53 | 0.21 | 0.18 | 0.20 | 0.20 | -0.02 | -0.04 | -0.03 | -0.03 |
| **GROCERY** | | | | | | | | | | | | |
| PARLIAMENT | -8.87 | -19.98 | -11.90 | -11.90 | 0.25 | 0.24 | 0.26 | 0.26 | -0.03 | -0.06 | -0.03 | -0.03 |
| 80/85'S | -16.31 | -22.43 | -8.08 | -8.08 | 0.16 | 0.15 | 0.18 | 0.18 | -0.04 | -0.05 | -0.01 | -0.01 |
| 100'S | 8.65 | -14.98 | -18.78 | -18.78 | 0.09 | 0.08 | 0.09 | 0.09 | 0.00 | -0.02 | -0.02 | -0.02 |
| **DRUG** | | | | | | | | | | | | |
| PARLIAMENT | -33.85 | -24.10 | -13.03 | -13.03 | 0.66 | 0.63 | 0.72 | 0.72 | -0.20 | -0.16 | -0.07 | -0.07 |
| 80/85'S | -33.16 | -31.23 | -11.55 | -11.55 | 0.36 | 0.29 | 0.37 | 0.37 | -0.10 | -0.11 | -0.03 | -0.03 |
| 100'S | -34.64 | -16.43 | -14.54 | -14.54 | 0.30 | 0.33 | 0.35 | 0.35 | -0.09 | -0.04 | -0.04 | -0.04 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 2

DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SUPERMARKETS | | | | | | | | | | | | | |
| PARLIAMENT | 0.67 | 0.67 | 0.69 | 0.67 | 0.65 | 0.61 | 0.65 | 0.59 | 0.63 | 0.64 | 0.65 | 0.59 | 0.68 |
| 80/85'S | 0.35 | 0.32 | 0.35 | 0.35 | 0.32 | 0.31 | 0.32 | 0.28 | 0.30 | 0.30 | 0.31 | 0.29 | 0.34 |
| 100'S | 0.32 | 0.35 | 0.34 | 0.32 | 0.33 | 0.30 | 0.33 | 0.31 | 0.33 | 0.34 | 0.34 | 0.31 | 0.35 |
| TOTAL CONVENIENCE | | | | | | | | | | | | | |
| PARLIAMENT | 0.20 | 0.19 | 0.21 | 0.19 | 0.17 | 0.19 | 0.15 | 0.16 | 0.16 | 0.17 | 0.13 | 0.10 | 0.15 |
| 80/85'S | 0.11 | 0.13 | 0.13 | 0.09 | 0.10 | 0.12 | 0.08 | 0.09 | 0.10 | 0.10 | 0.07 | 0.05 | 0.07 |
| 100'S | 0.08 | 0.07 | 0.08 | 0.10 | 0.07 | 0.08 | 0.07 | 0.08 | 0.05 | 0.07 | 0.07 | 0.05 | 0.08 |
| CONVENIENCE/GAS | | | | | | | | | | | | | |
| PARLIAMENT | 0.12 | 0.12 | 0.14 | 0.12 | 0.10 | 0.13 | 0.05 | 0.09 | 0.09 | 0.10 | 0.08 | 0.04 | 0.08 |
| 80/85'S | 0.08 | 0.09 | 0.09 | 0.06 | 0.06 | 0.08 | 0.03 | 0.05 | 0.07 | 0.06 | 0.04 | 0.02 | 0.03 |
| 100'S | 0.04 | 0.03 | 0.05 | 0.06 | 0.04 | 0.04 | 0.02 | 0.04 | 0.01 | 0.04 | 0.04 | 0.02 | 0.05 |
| FOOD CONVENIENCE | | | | | | | | | | | | | |
| PARLIAMENT | 0.45 | 0.49 | 0.48 | 0.45 | 0.43 | 0.44 | 0.52 | 0.45 | 0.42 | 0.43 | 0.34 | 0.38 | 0.43 |
| 80/85'S | 0.23 | 0.27 | 0.27 | 0.21 | 0.24 | 0.23 | 0.28 | 0.24 | 0.22 | 0.24 | 0.18 | 0.19 | 0.22 |
| 100'S | 0.22 | 0.21 | 0.20 | 0.23 | 0.19 | 0.21 | 0.24 | 0.21 | 0.20 | 0.19 | 0.16 | 0.19 | 0.21 |
| GROCERY | | | | | | | | | | | | | |
| PARLIAMENT | 0.28 | 0.31 | 0.27 | 0.28 | 0.30 | 0.27 | 0.27 | 0.25 | 0.23 | 0.25 | 0.26 | 0.20 | 0.25 |
| 80/85'S | 0.20 | 0.23 | 0.19 | 0.18 | 0.22 | 0.17 | 0.19 | 0.17 | 0.14 | 0.17 | 0.16 | 0.14 | 0.16 |
| 100'S | 0.08 | 0.09 | 0.08 | 0.10 | 0.08 | 0.11 | 0.08 | 0.09 | 0.09 | 0.08 | 0.10 | 0.06 | 0.09 |
| DRUG | | | | | | | | | | | | | |
| PARLIAMENT | 0.85 | 0.74 | 0.86 | 0.80 | 0.76 | 0.70 | 0.66 | 0.88 | 0.68 | 0.66 | 0.53 | 0.72 | 0.66 |
| 80/85'S | 0.46 | 0.34 | 0.49 | 0.42 | 0.43 | 0.35 | 0.34 | 0.47 | 0.40 | 0.30 | 0.23 | 0.31 | 0.36 |
| 100'S | 0.39 | 0.40 | 0.37 | 0.37 | 0.33 | 0.35 | 0.32 | 0.41 | 0.27 | 0.36 | 0.31 | 0.41 | 0.30 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 3

DECEMBER 1991

| | % VOLUME CHANGE VS. YEAR-AGO | | | | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| **SUPERMARKETS** | | | | | | | | | | | | |
| PARLIAMENT | 4.34 | -8.34 | -8.69 | -8.69 | 0.40 | 0.36 | 0.36 | 0.36 | 0.04 | 0.00 | -0.02 | -0.02 |
| 80/85'S | -0.66 | -16.49 | -10.06 | -10.06 | 0.13 | 0.12 | 0.12 | 0.12 | 0.01 | -0.01 | -0.01 | -0.01 |
| 100'S | 6.89 | -3.39 | -7.98 | -7.98 | 0.27 | 0.24 | 0.24 | 0.24 | 0.03 | 0.01 | -0.01 | -0.01 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -4.34 | 18.39 | 6.18 | 6.18 | 0.12 | 0.15 | 0.14 | 0.14 | 0.00 | 0.02 | 0.01 | 0.01 |
| 80/85'S | 4.75 | 25.21 | 13.95 | 13.95 | 0.05 | 0.07 | 0.07 | 0.07 | 0.00 | 0.01 | 0.01 | 0.01 |
| 100'S | -10.82 | 13.22 | -0.08 | -0.08 | 0.06 | 0.08 | 0.08 | 0.08 | -0.01 | 0.01 | 0.00 | 0.00 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | |
| PARLIAMENT | 4.64 | 26.92 | 11.71 | 11.71 | 0.13 | 0.16 | 0.15 | 0.15 | 0.01 | 0.03 | 0.02 | 0.02 |
| 80/85'S | 16.98 | 34.17 | 19.61 | 19.61 | 0.06 | 0.07 | 0.07 | 0.07 | 0.01 | 0.02 | 0.01 | 0.01 |
| 100'S | -3.93 | 21.33 | 5.30 | 5.30 | 0.07 | 0.09 | 0.08 | 0.08 | 0.00 | 0.02 | 0.01 | 0.01 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -55.64 | -38.07 | -30.76 | -30.76 | 0.06 | 0.08 | 0.10 | 0.10 | -0.07 | -0.05 | -0.04 | -0.04 |
| 80/85'S | -60.06 | -36.90 | -25.10 | -25.10 | 0.02 | 0.03 | 0.04 | 0.04 | -0.03 | -0.02 | -0.01 | -0.01 |
| 100'S | -52.31 | -38.75 | -35.17 | -35.17 | 0.04 | 0.05 | 0.05 | 0.05 | -0.04 | -0.03 | -0.03 | -0.03 |
| **GROCERY** | | | | | | | | | | | | |
| PARLIAMENT | 18.75 | 14.47 | -12.98 | -12.98 | 0.20 | 0.15 | 0.13 | 0.13 | 0.04 | 0.02 | -0.02 | -0.02 |
| 80/85'S | -0.97 | 7.12 | -21.92 | -21.92 | 0.07 | 0.06 | 0.05 | 0.05 | 0.00 | 0.00 | -0.02 | -0.02 |
| 100'S | 32.84 | 19.75 | -5.92 | -5.92 | 0.13 | 0.09 | 0.08 | 0.08 | 0.03 | 0.01 | -0.01 | -0.01 |
| **DRUG** | | | | | | | | | | | | |
| PARLIAMENT | -31.63 | -23.45 | -24.05 | -24.05 | 0.41 | 0.41 | 0.39 | 0.39 | -0.09 | -0.10 | -0.12 | -0.12 |
| 80/85'S | 30.26 | 4.24 | -24.58 | -24.58 | 0.18 | 0.16 | 0.14 | 0.14 | 0.06 | 0.01 | -0.04 | -0.04 |
| 100'S | -50.54 | -34.77 | -23.73 | -23.73 | 0.23 | 0.25 | 0.25 | 0.25 | -0.16 | -0.11 | -0.08 | -0.08 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 3

DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SUPERMARKETS** | | | | | | | | | | | | | |
| PARLIAMENT | 0.36 | 0.39 | 0.39 | 0.36 | 0.37 | 0.34 | 0.34 | 0.36 | 0.33 | 0.35 | 0.33 | 0.35 | 0.40 |
| 80/85'S | 0.12 | 0.14 | 0.14 | 0.11 | 0.11 | 0.11 | 0.11 | 0.11 | 0.13 | 0.13 | 0.12 | 0.12 | 0.13 |
| 100'S | 0.24 | 0.25 | 0.25 | 0.25 | 0.26 | 0.23 | 0.24 | 0.24 | 0.21 | 0.22 | 0.21 | 0.22 | 0.27 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 0.12 | 0.15 | 0.13 | 0.15 | 0.12 | 0.12 | 0.13 | 0.16 | 0.16 | 0.16 | 0.19 | 0.14 | 0.12 |
| 80/85'S | 0.05 | 0.05 | 0.05 | 0.09 | 0.07 | 0.07 | 0.07 | 0.07 | 0.08 | 0.07 | 0.08 | 0.07 | 0.05 |
| 100'S | 0.07 | 0.10 | 0.07 | 0.06 | 0.05 | 0.06 | 0.06 | 0.09 | 0.08 | 0.08 | 0.11 | 0.07 | 0.06 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | | |
| PARLIAMENT | 0.12 | 0.15 | 0.13 | 0.16 | 0.13 | 0.13 | 0.14 | 0.16 | 0.17 | 0.17 | 0.20 | 0.15 | 0.13 |
| 80/85'S | 0.05 | 0.05 | 0.06 | 0.10 | 0.07 | 0.07 | 0.07 | 0.07 | 0.08 | 0.08 | 0.09 | 0.07 | 0.06 |
| 100'S | 0.07 | 0.10 | 0.07 | 0.07 | 0.06 | 0.06 | 0.07 | 0.09 | 0.08 | 0.09 | 0.11 | 0.07 | 0.07 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 0.13 | 0.14 | 0.10 | 0.10 | 0.08 | 0.10 | 0.09 | 0.12 | 0.09 | 0.08 | 0.08 | 0.10 | 0.06 |
| 80/85'S | 0.06 | 0.06 | 0.04 | 0.06 | 0.03 | 0.06 | 0.06 | 0.04 | 0.05 | 0.03 | 0.04 | 0.04 | 0.02 |
| 100'S | 0.08 | 0.08 | 0.06 | 0.04 | 0.04 | 0.05 | 0.03 | 0.07 | 0.04 | 0.05 | 0.04 | 0.06 | 0.04 |
| **GROCERY** | | | | | | | | | | | | | |
| PARLIAMENT | 0.16 | 0.12 | 0.13 | 0.13 | 0.13 | 0.11 | 0.13 | 0.12 | 0.11 | 0.13 | 0.12 | 0.14 | 0.20 |
| 80/85'S | 0.07 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.07 | 0.05 | 0.04 | 0.04 | 0.06 | 0.05 | 0.07 |
| 100'S | 0.09 | 0.07 | 0.08 | 0.08 | 0.08 | 0.07 | 0.06 | 0.07 | 0.07 | 0.08 | 0.06 | 0.09 | 0.13 |
| **DRUG** | | | | | | | | | | | | | |
| PARLIAMENT | 0.50 | 0.51 | 0.43 | 0.42 | 0.31 | 0.31 | 0.29 | 0.44 | 0.47 | 0.34 | 0.37 | 0.44 | 0.41 |
| 80/85'S | 0.12 | 0.14 | 0.12 | 0.14 | 0.10 | 0.09 | 0.12 | 0.22 | 0.15 | 0.11 | 0.16 | 0.14 | 0.18 |
| 100'S | 0.39 | 0.37 | 0.31 | 0.28 | 0.22 | 0.21 | 0.17 | 0.22 | 0.31 | 0.23 | 0.21 | 0.30 | 0.23 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 4

DECEMBER 1991

| | % VOLUME CHANGE VS. YEAR-AGO | | | | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| **SUPERMARKETS** | | | | | | | | | | | | |
| PARLIAMENT | -13.78 | -8.88 | -4.11 | -4.11 | 0.42 | 0.43 | 0.45 | 0.45 | -0.06 | -0.03 | -0.02 | -0.02 |
| 80/85'S | -15.55 | -9.16 | -7.78 | -7.78 | 0.20 | 0.20 | 0.21 | 0.21 | -0.03 | -0.02 | -0.02 | -0.02 |
| 100'S | -12.16 | -8.58 | -0.75 | -0.75 | 0.22 | 0.23 | 0.24 | 0.24 | -0.03 | -0.02 | 0.00 | 0.00 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | 24.04 | 3.50 | -5.01 | -5.01 | 0.23 | 0.19 | 0.19 | 0.19 | 0.04 | 0.00 | -0.02 | -0.02 |
| 80/85'S | 60.35 | 27.87 | 1.89 | 1.89 | 0.17 | 0.13 | 0.13 | 0.13 | 0.06 | 0.03 | 0.00 | 0.00 |
| 100'S | -26.94 | -26.89 | -15.48 | -15.48 | 0.06 | 0.06 | 0.07 | 0.07 | -0.02 | -0.03 | -0.01 | -0.01 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | |
| PARLIAMENT | 47.45 | 12.48 | 4.11 | 4.11 | 0.23 | 0.19 | 0.18 | 0.18 | 0.07 | 0.01 | 0.00 | 0.00 |
| 80/85'S | #N/A | 43.71 | 15.49 | 15.49 | 0.19 | 0.14 | 0.13 | 0.13 | 0.09 | 0.04 | 0.01 | 0.01 |
| 100'S | -35.17 | -29.72 | -14.49 | -14.49 | 0.04 | 0.05 | 0.06 | 0.06 | -0.02 | -0.02 | -0.01 | -0.01 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -23.39 | -17.20 | -24.08 | -24.08 | 0.23 | 0.23 | 0.24 | 0.24 | -0.07 | -0.05 | -0.07 | -0.07 |
| 80/85'S | -32.90 | -13.35 | -29.34 | -29.34 | 0.12 | 0.12 | 0.13 | 0.13 | -0.06 | -0.02 | -0.05 | -0.05 |
| 100'S | -10.14 | -21.25 | -17.29 | -17.29 | 0.11 | 0.11 | 0.11 | 0.11 | -0.01 | -0.03 | -0.02 | -0.02 |
| **GROCERY** | | | | | | | | | | | | |
| PARLIAMENT | -3.35 | -5.91 | -8.77 | -8.77 | 0.31 | 0.31 | 0.29 | 0.29 | 0.04 | 0.01 | -0.03 | -0.03 |
| 80/85'S | -17.46 | -20.27 | -21.88 | -21.88 | 0.13 | 0.14 | 0.14 | 0.14 | 0.00 | -0.02 | -0.04 | -0.04 |
| 100'S | 10.83 | 10.00 | 8.27 | 8.27 | 0.18 | 0.17 | 0.15 | 0.15 | 0.04 | 0.03 | 0.01 | 0.01 |
| **DRUG** | | | | | | | | | | | | |
| PARLIAMENT | 16.65 | 4.17 | -8.48 | -8.48 | 0.67 | 0.63 | 0.61 | 0.61 | 0.06 | -0.01 | -0.07 | -0.07 |
| 80/85'S | -1.22 | -10.80 | -7.46 | -7.46 | 0.26 | 0.26 | 0.27 | 0.27 | -0.02 | -0.05 | -0.03 | -0.03 |
| 100'S | 31.69 | 18.20 | -9.29 | -9.29 | 0.41 | 0.37 | 0.34 | 0.34 | 0.08 | 0.04 | -0.05 | -0.05 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 4

DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **SUPERMARKETS** | | | | | | | | | | | | | |
| PARLIAMENT | 0.48 | 0.44 | 0.45 | 0.46 | 0.47 | 0.46 | 0.44 | 0.44 | 0.47 | 0.46 | 0.44 | 0.44 | 0.42 |
| 80/85'S | 0.23 | 0.20 | 0.20 | 0.20 | 0.22 | 0.22 | 0.20 | 0.20 | 0.21 | 0.22 | 0.20 | 0.21 | 0.20 |
| 100'S | 0.25 | 0.24 | 0.25 | 0.26 | 0.25 | 0.24 | 0.24 | 0.24 | 0.26 | 0.24 | 0.24 | 0.23 | 0.22 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 0.19 | 0.17 | 0.18 | 0.19 | 0.18 | 0.21 | 0.18 | 0.19 | 0.22 | 0.22 | 0.20 | 0.16 | 0.23 |
| 80/85'S | 0.11 | 0.11 | 0.10 | 0.12 | 0.11 | 0.13 | 0.12 | 0.12 | 0.15 | 0.15 | 0.14 | 0.09 | 0.17 |
| 100'S | 0.08 | 0.07 | 0.08 | 0.07 | 0.07 | 0.08 | 0.07 | 0.07 | 0.07 | 0.07 | 0.06 | 0.07 | 0.06 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | | |
| PARLIAMENT | 0.16 | 0.16 | 0.16 | 0.16 | 0.16 | 0.20 | 0.16 | 0.18 | 0.22 | 0.22 | 0.19 | 0.14 | 0.23 |
| 80/85'S | 0.09 | 0.10 | 0.09 | 0.11 | 0.10 | 0.13 | 0.12 | 0.12 | 0.16 | 0.16 | 0.14 | 0.08 | 0.19 |
| 100'S | 0.07 | 0.05 | 0.06 | 0.05 | 0.05 | 0.07 | 0.05 | 0.06 | 0.06 | 0.06 | 0.05 | 0.06 | 0.04 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | | |
| PARLIAMENT | 0.29 | 0.24 | 0.27 | 0.28 | 0.27 | 0.24 | 0.25 | 0.24 | 0.19 | 0.21 | 0.20 | 0.25 | 0.23 |
| 80/85'S | 0.17 | 0.12 | 0.14 | 0.15 | 0.14 | 0.14 | 0.12 | 0.12 | 0.11 | 0.11 | 0.12 | 0.13 | 0.12 |
| 100'S | 0.12 | 0.13 | 0.13 | 0.13 | 0.13 | 0.10 | 0.14 | 0.12 | 0.08 | 0.10 | 0.09 | 0.12 | 0.11 |
| **GROCERY** | | | | | | | | | | | | | |
| PARLIAMENT | 0.28 | 0.24 | 0.32 | 0.29 | 0.27 | 0.30 | 0.26 | 0.26 | 0.31 | 0.27 | 0.31 | 0.29 | 0.31 |
| 80/85'S | 0.14 | 0.14 | 0.15 | 0.14 | 0.15 | 0.16 | 0.13 | 0.12 | 0.13 | 0.13 | 0.13 | 0.14 | 0.13 |
| 100'S | 0.14 | 0.10 | 0.18 | 0.15 | 0.12 | 0.14 | 0.13 | 0.14 | 0.18 | 0.14 | 0.18 | 0.15 | 0.18 |
| **DRUG** | | | | | | | | | | | | | |
| PARLIAMENT | 0.60 | 0.53 | 0.64 | 0.53 | 0.65 | 0.61 | 0.52 | 0.53 | 0.70 | 0.67 | 0.63 | 0.58 | 0.67 |
| 80/85'S | 0.28 | 0.26 | 0.25 | 0.22 | 0.30 | 0.30 | 0.23 | 0.22 | 0.33 | 0.30 | 0.25 | 0.28 | 0.26 |
| 100'S | 0.33 | 0.28 | 0.39 | 0.30 | 0.35 | 0.30 | 0.29 | 0.31 | 0.38 | 0.37 | 0.38 | 0.31 | 0.41 |

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Source: https://www.industrydocuments.ucsf.edu/docs/tpcy0004

NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 5

DECEMBER 1991

| | % VOLUME CHANGE VS. YEAR-AGO | | | | SHARE OF MARKET | | | | SHARE CHANGE VS. YEAR-AGO | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM | 1MM | 3MM | CYTD | 12MM |
| **SUPERMARKETS** | | | | | | | | | | | | |
| PARLIAMENT | -17.38 | -14.71 | -8.94 | -8.94 | 0.68 | 0.65 | 0.67 | 0.67 | -0.02 | -0.04 | -0.03 | -0.03 |
| 80/85'S | -20.33 | -19.43 | -14.46 | -14.46 | 0.26 | 0.25 | 0.26 | 0.26 | -0.02 | -0.03 | -0.03 | -0.03 |
| 100'S | -15.49 | -11.59 | -4.98 | -4.98 | 0.42 | 0.41 | 0.41 | 0.41 | 0.00 | -0.01 | 0.00 | 0.00 |
| **TOTAL CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -30.29 | -15.02 | -3.31 | -3.31 | 0.42 | 0.46 | 0.53 | 0.53 | -0.15 | -0.08 | -0.01 | -0.01 |
| 80/85'S | -29.26 | -11.40 | -3.75 | -3.75 | 0.23 | 0.24 | 0.28 | 0.28 | -0.08 | -0.03 | 0.00 | 0.00 |
| 100'S | -31.50 | -18.73 | -2.83 | -2.83 | 0.19 | 0.22 | 0.26 | 0.26 | -0.07 | -0.05 | 0.00 | 0.00 |
| **CONVENIENCE/GAS** | | | | | | | | | | | | |
| PARLIAMENT | -32.45 | -20.05 | -7.67 | -7.67 | 0.41 | 0.45 | 0.54 | 0.54 | -0.19 | -0.11 | -0.04 | -0.04 |
| 80/85'S | -29.70 | -18.26 | -5.20 | -5.20 | 0.25 | 0.25 | 0.31 | 0.31 | -0.10 | -0.06 | -0.01 | -0.01 |
| 100'S | -36.16 | -22.23 | -10.69 | -10.69 | 0.17 | 0.20 | 0.23 | 0.23 | -0.09 | -0.06 | -0.02 | -0.02 |
| **FOOD CONVENIENCE** | | | | | | | | | | | | |
| PARLIAMENT | -24.57 | -0.96 | 9.15 | 9.15 | 0.44 | 0.47 | 0.52 | 0.52 | -0.05 | 0.01 | 0.06 | 0.06 |
| 80/85'S | -27.76 | 15.77 | 1.39 | 1.39 | 0.19 | 0.21 | 0.21 | 0.21 | -0.03 | 0.03 | 0.01 | 0.01 |
| 100'S | -22.01 | -11.51 | 15.32 | 15.32 | 0.25 | 0.26 | 0.31 | 0.31 | -0.02 | -0.02 | 0.05 | 0.05 |
| **GROCERY** | | | | | | | | | | | | |
| PARLIAMENT | -12.48 | -3.73 | -12.42 | -12.42 | 0.49 | 0.47 | 0.50 | 0.50 | -0.06 | -0.03 | -0.06 | -0.06 |
| 80/85'S | -29.42 | -16.46 | -19.79 | -19.79 | 0.22 | 0.23 | 0.25 | 0.25 | -0.09 | -0.05 | -0.05 | -0.05 |
| 100'S | 8.46 | 12.73 | -3.14 | -3.14 | 0.27 | 0.24 | 0.24 | 0.24 | 0.03 | 0.02 | 0.00 | 0.00 |
| **DRUG** | | | | | | | | | | | | |
| PARLIAMENT | 0.30 | -9.16 | -3.78 | -3.78 | 0.99 | 0.96 | 1.00 | 1.00 | 0.08 | -0.03 | 0.03 | 0.03 |
| 80/85'S | 2.36 | 4.78 | 12.91 | 12.91 | 0.45 | 0.50 | 0.51 | 0.51 | 0.04 | 0.06 | 0.09 | 0.09 |
| 100'S | -1.39 | -20.71 | -16.66 | -16.66 | 0.54 | 0.46 | 0.49 | 0.49 | 0.03 | -0.08 | -0.06 | -0.06 |

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NEW NIELSEN
PARLIAMENT
PERFORMANCE BY TRADE CLASS
REGION 5

DECEMBER 1991

| | DEC 1990 | JAN 1991 | FEB 1991 | MAR 1991 | APR 1991 | MAY 1991 | JUN 1991 | JUL 1991 | AUG 1991 | SEP 1991 | OCT 1991 | NOV 1991 | DEC 1991 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SUPERMARKETS | | | | | | | | | | | | | |
| PARLIAMENT | 0.70 | 0.66 | 0.66 | 0.70 | 0.67 | 0.68 | 0.69 | 0.68 | 0.67 | 0.66 | 0.66 | 0.62 | 0.68 |
| 80/85'S | 0.27 | 0.27 | 0.26 | 0.27 | 0.27 | 0.25 | 0.26 | 0.28 | 0.28 | 0.27 | 0.24 | 0.24 | 0.26 |
| 100'S | 0.43 | 0.40 | 0.40 | 0.43 | 0.39 | 0.43 | 0.43 | 0.40 | 0.40 | 0.39 | 0.42 | 0.38 | 0.42 |
| TOTAL CONVENIENCE | | | | | | | | | | | | | |
| PARLIAMENT | 0.57 | 0.76 | 0.60 | 0.63 | 0.53 | 0.48 | 0.47 | 0.56 | 0.53 | 0.49 | 0.45 | 0.50 | 0.42 |
| 80/85'S | 0.31 | 0.35 | 0.29 | 0.33 | 0.26 | 0.25 | 0.22 | 0.32 | 0.30 | 0.28 | 0.19 | 0.30 | 0.23 |
| 100'S | 0.26 | 0.41 | 0.31 | 0.30 | 0.27 | 0.23 | 0.25 | 0.24 | 0.22 | 0.21 | 0.26 | 0.20 | 0.19 |
| CONVENIENCE/GAS | | | | | | | | | | | | | |
| PARLIAMENT | 0.61 | 0.81 | 0.64 | 0.67 | 0.47 | 0.41 | 0.49 | 0.60 | 0.55 | 0.50 | 0.42 | 0.53 | 0.41 |
| 80/85'S | 0.35 | 0.40 | 0.34 | 0.37 | 0.25 | 0.23 | 0.25 | 0.38 | 0.36 | 0.31 | 0.18 | 0.33 | 0.25 |
| 100'S | 0.26 | 0.41 | 0.30 | 0.30 | 0.22 | 0.18 | 0.24 | 0.22 | 0.18 | 0.19 | 0.24 | 0.20 | 0.17 |
| FOOD CONVENIENCE | | | | | | | | | | | | | |
| PARLIAMENT | 0.48 | 0.62 | 0.51 | 0.55 | 0.67 | 0.63 | 0.44 | 0.47 | 0.48 | 0.46 | 0.52 | 0.44 | 0.44 |
| 80/85'S | 0.22 | 0.22 | 0.18 | 0.24 | 0.28 | 0.29 | 0.16 | 0.18 | 0.17 | 0.20 | 0.22 | 0.23 | 0.19 |
| 100'S | 0.27 | 0.41 | 0.33 | 0.31 | 0.39 | 0.33 | 0.27 | 0.29 | 0.31 | 0.26 | 0.30 | 0.22 | 0.25 |
| GROCERY | | | | | | | | | | | | | |
| PARLIAMENT | 0.55 | 0.59 | 0.59 | 0.61 | 0.51 | 0.50 | 0.45 | 0.48 | 0.41 | 0.44 | 0.48 | 0.44 | 0.49 |
| 80/85'S | 0.31 | 0.35 | 0.33 | 0.31 | 0.26 | 0.25 | 0.21 | 0.25 | 0.18 | 0.24 | 0.24 | 0.23 | 0.22 |
| 100'S | 0.25 | 0.24 | 0.26 | 0.29 | 0.25 | 0.25 | 0.24 | 0.23 | 0.23 | 0.20 | 0.24 | 0.21 | 0.27 |
| DRUG | | | | | | | | | | | | | |
| PARLIAMENT | 0.91 | 0.93 | 0.87 | 0.88 | 0.92 | 1.07 | 1.12 | 1.13 | 1.04 | 1.16 | 0.91 | 0.99 | 0.99 |
| 80/85'S | 0.40 | 0.40 | 0.47 | 0.49 | 0.46 | 0.50 | 0.57 | 0.60 | 0.53 | 0.63 | 0.56 | 0.50 | 0.45 |
| 100'S | 0.51 | 0.54 | 0.40 | 0.39 | 0.46 | 0.57 | 0.55 | 0.54 | 0.51 | 0.53 | 0.35 | 0.49 | 0.54 |

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